Samsung Mobile USA

Brand Guidelines

v1.0 WORK IN PROGRESS 08.13.12

The Samsung Mobile Brand Guide presents you with a new and comprehensive standard that defines our brand. Consider it as the living and evolving source for consistent communications across a wide audience of consumers, agencies and carriers.

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01 OVERVIEW

An Introduction to Samsung Mobile USA

Never been done before.

These four words have been the visionary’s rallying cry. To cross vast oceans, explore untamed territories and rocket to the heavens above.

We draw inspiration from these pioneering spirits — the adventurous souls who set out to achieve the impossible and share their discoveries with the world.

They’ve never shied away from “never been done before” and neither will we.

To us, it’s not an excuse. It’s a challenge.

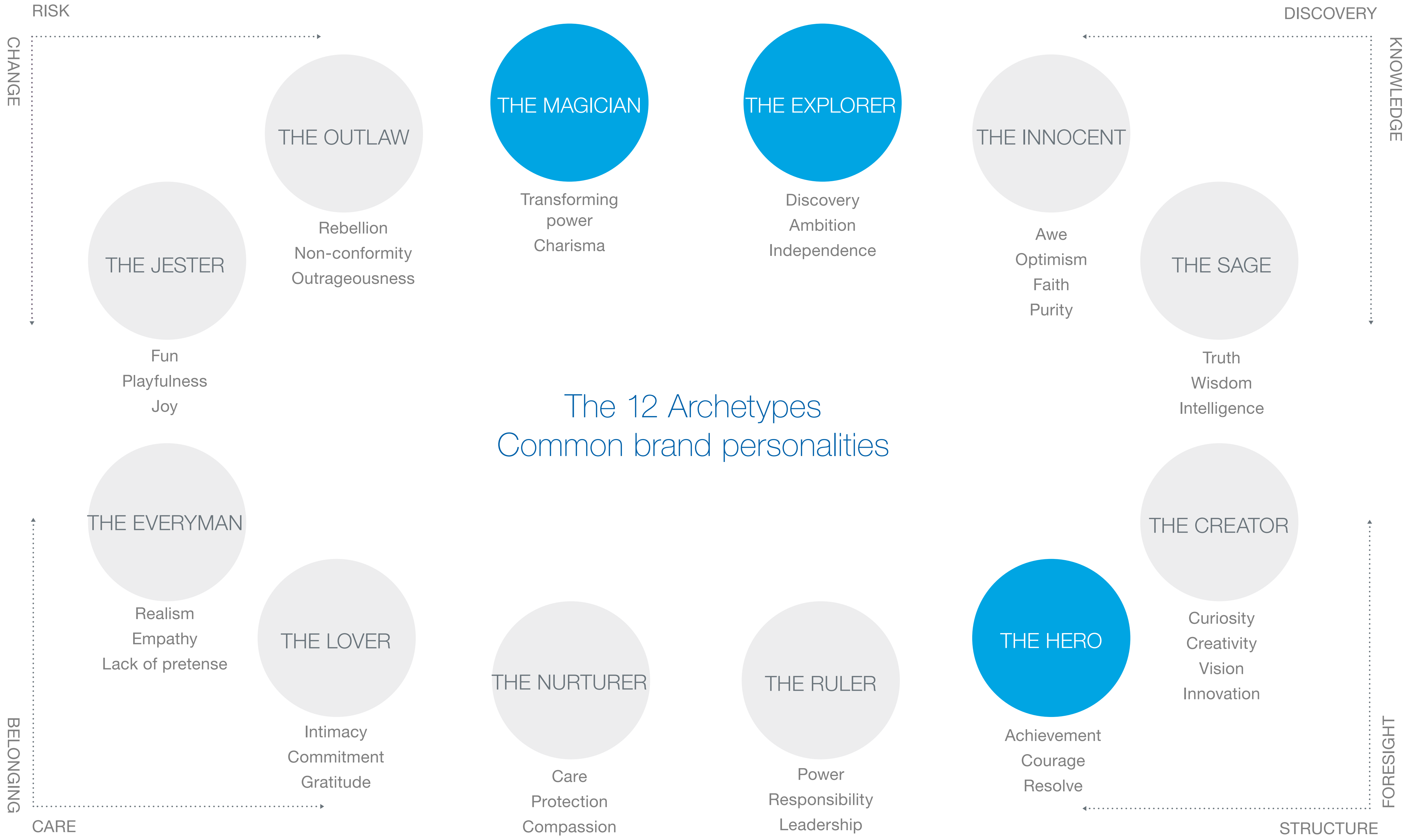
While this should influence you, what’s said here shouldn’t be used as marketing copy.

Every quest needs a compass.

Ethos	Never been done before.
Personality	Imaginative. Passionate. Ambitious.
Role	Pioneering new technologies that enable and empower the richness of our new mobile lifestyles.
Pillars	1 Shaping technology for people’s lives. 2 Creating rich and ambitious experiences. 3 Exploring new tactics for engagement.
Equities	Devices, Heritage, Scale, Technologies, Partnerships, Innovation, Reliability, Leadership.

Who we are defines what we do.

Our brand is many things to many people. Here’s what it is to us.



The 12 Archetypes
Common brand personalities

RISK

CHANGE

THE JESTER
Fun
Playfulness
Joy

THE OUTLAW
Rebellion
Non-conformity
Outrageousness

THE MAGICIAN
Transforming power
Charisma

THE EXPLORER
Discovery
Ambition
Independence

THE INNOCENT
Awe
Optimism
Faith
Purity

THE SAGE
Truth
Wisdom
Intelligence

DISCOVERY

KNOWLEDGE

THE EVERYMAN
Realism
Empathy
Lack of pretense

THE LOVER
Intimacy
Commitment
Gratitude

THE NURTURER
Care
Protection
Compassion

THE RULER
Power
Responsibility
Leadership

THE HERO
Achievement
Courage
Resolve

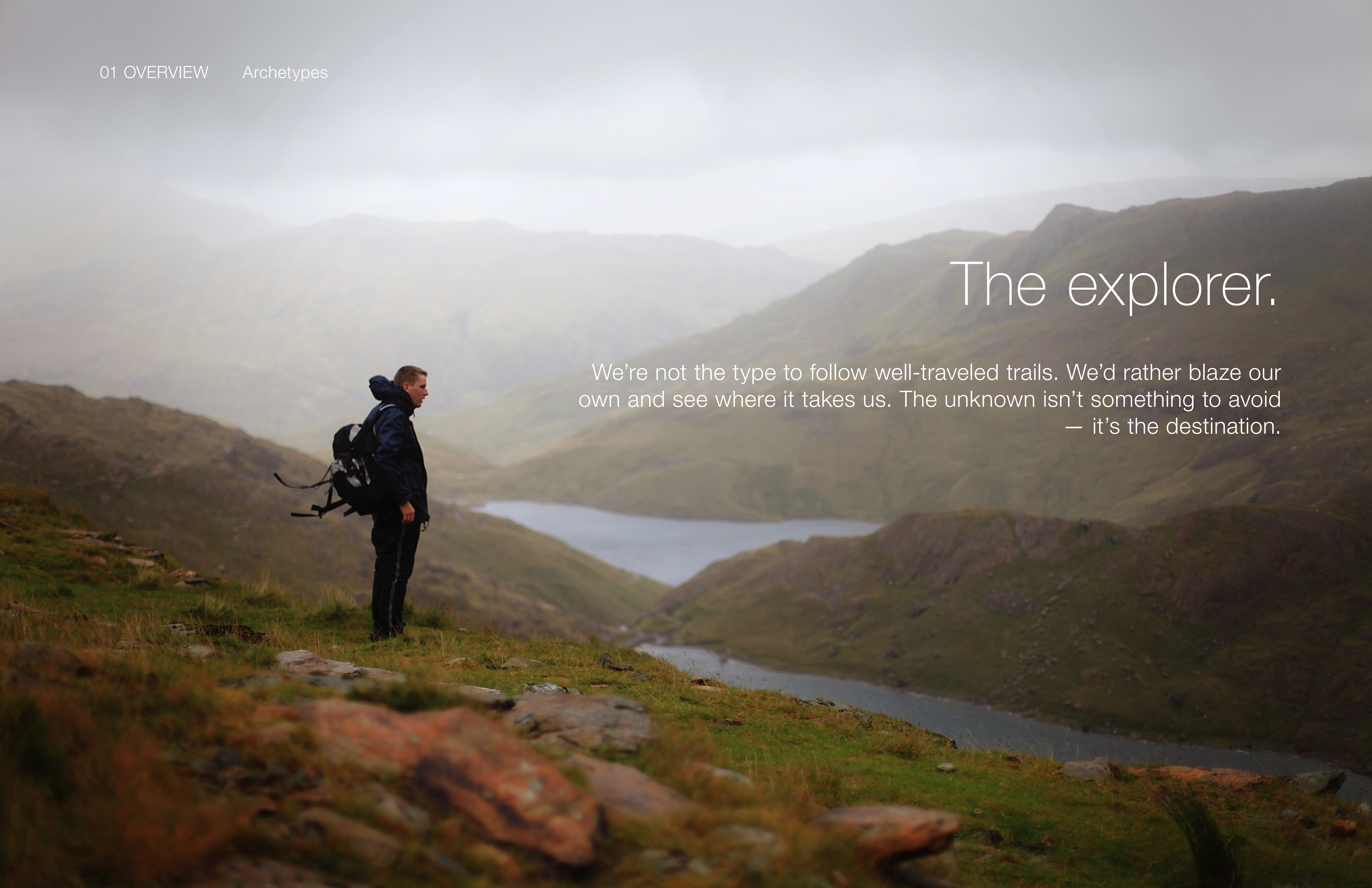
THE CREATOR
Curiosity
Creativity
Vision
Innovation

BELONGING

CARE

FORESIGHT

STRUCTURE

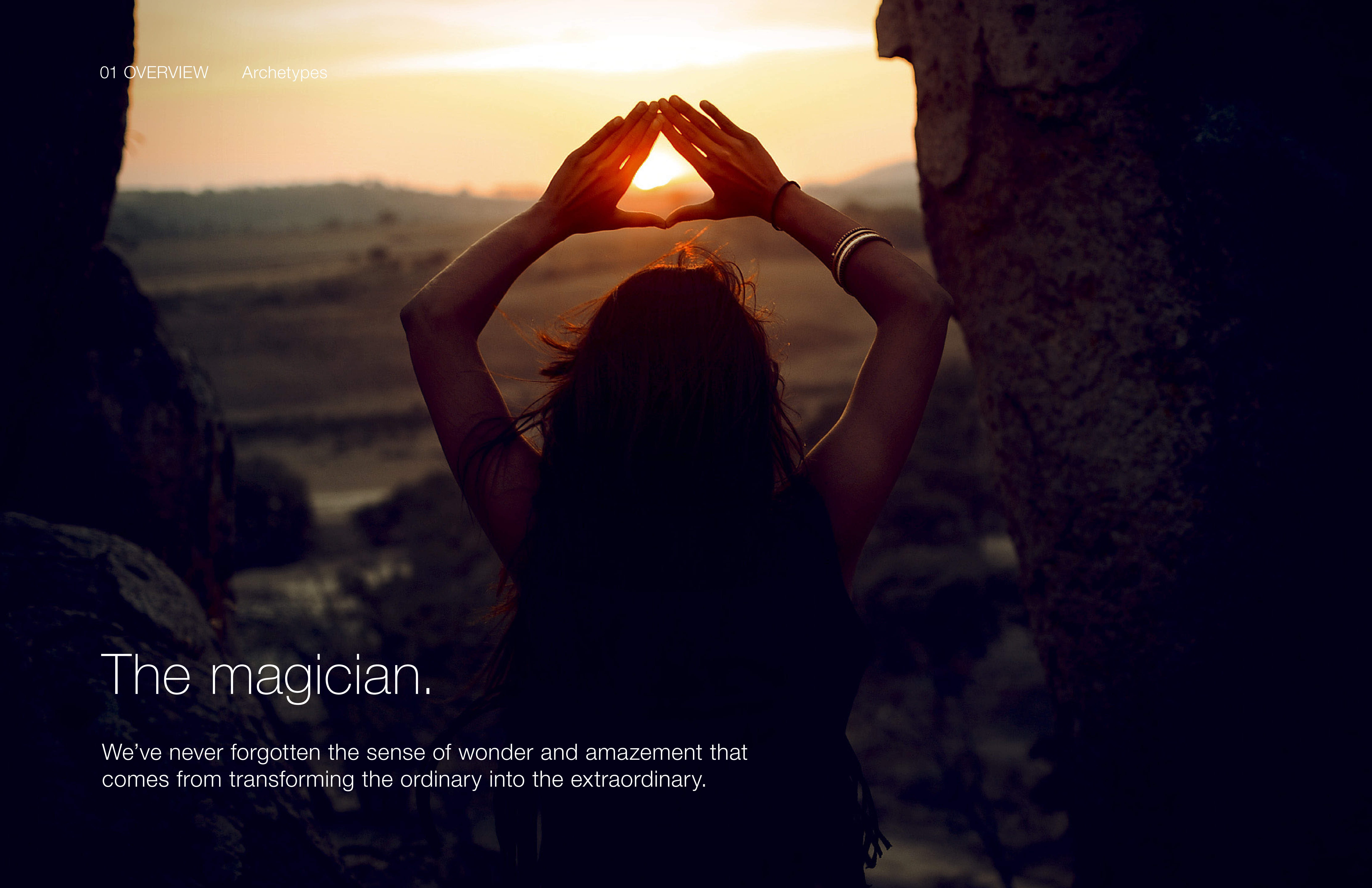


The explorer.

We’re not the type to follow well-traveled trails. We’d rather blaze our own and see where it takes us. The unknown isn’t something to avoid — it’s the destination.

The hero.

We don’t turn our back on challenges, we run towards them.
To us, every obstacle is an opportunity.

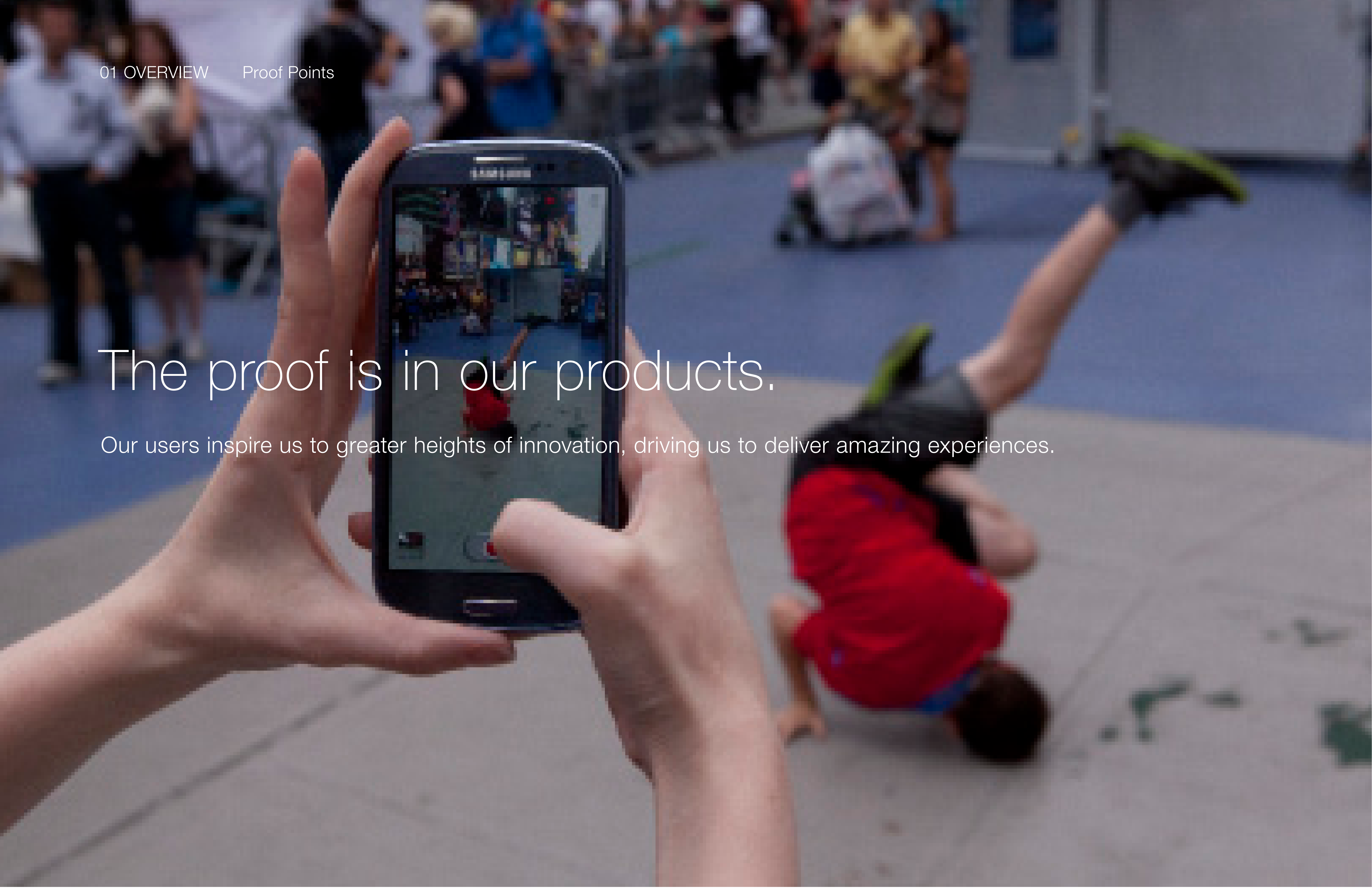


The magician.

We’ve never forgotten the sense of wonder and amazement that comes from transforming the ordinary into the extraordinary.

What we’re known for isn’t all you should know.

We’re responsible for devices that do incredible things — all because we do incredible things.



The proof is in our products.

Our users inspire us to greater heights of innovation, driving us to deliver amazing experiences.

A few of our (over)achievements.

Historically

- Introduced the first Internet-enabled wireless phone to North America
- Responsible for North America’s first GPS-enabled wireless phone
- First to combine a MP3 player with a wireless phone
- Developer of the first CDMA phone to stream video

Now

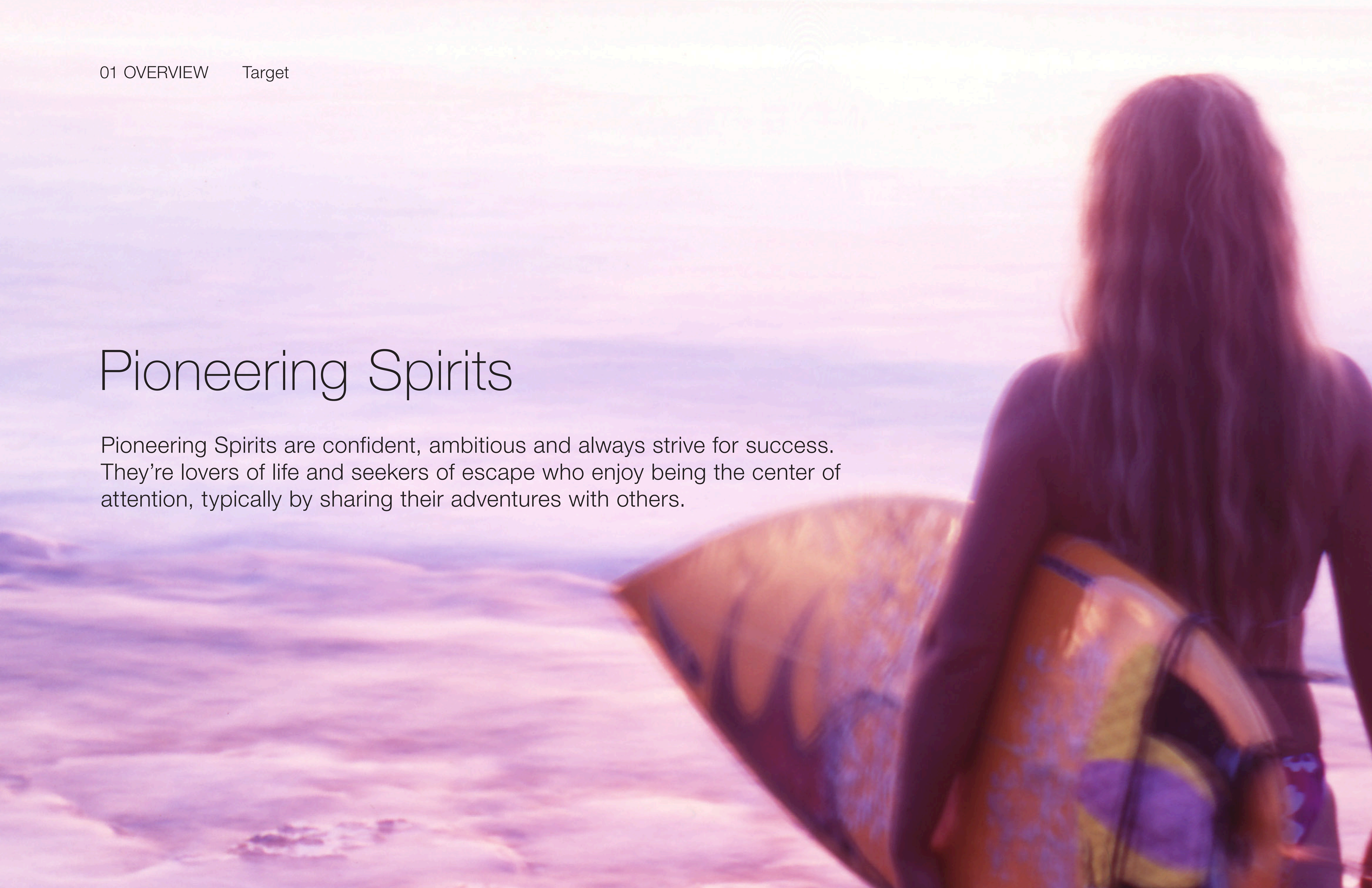
- Pioneer in motion-based input, developer of features that track hand and eye movement
- Leader in wireless file sharing — one to one, one to many, one to screen
- Inventor of TecTiles, programmable NFC tags that trigger device behavior
- Provider of exclusive downloadable content via posters featuring TecTiles
- Publisher of the first online magazine developed only for mobile devices
- Creator of live-action 3D games that demonstrate our newest device technology
- Winner of multiple CTIA E-Tech Awards, given for emerging technology

Samsung Electronics

- Designer of the SmartWindow, a transparent touchscreen display
- Maker of the Smart TV line, the bleeding edge in web-enabled televisions
- Winner of multiple CES Innovation Awards as well as many publisher “best of” awards

We is greater than I.

We drive pioneering spirits to achieve more than we could alone.



Pioneering Spirits

Pioneering Spirits are confident, ambitious and always strive for success. They’re lovers of life and seekers of escape who enjoy being the center of attention, typically by sharing their adventures with others.

How do we empower others? By staying true to ourselves.

Passionate

Our unwavering dedication isn’t what drives us to surpass competitors. It’s what pushes us to surpass ourselves.

Innovative

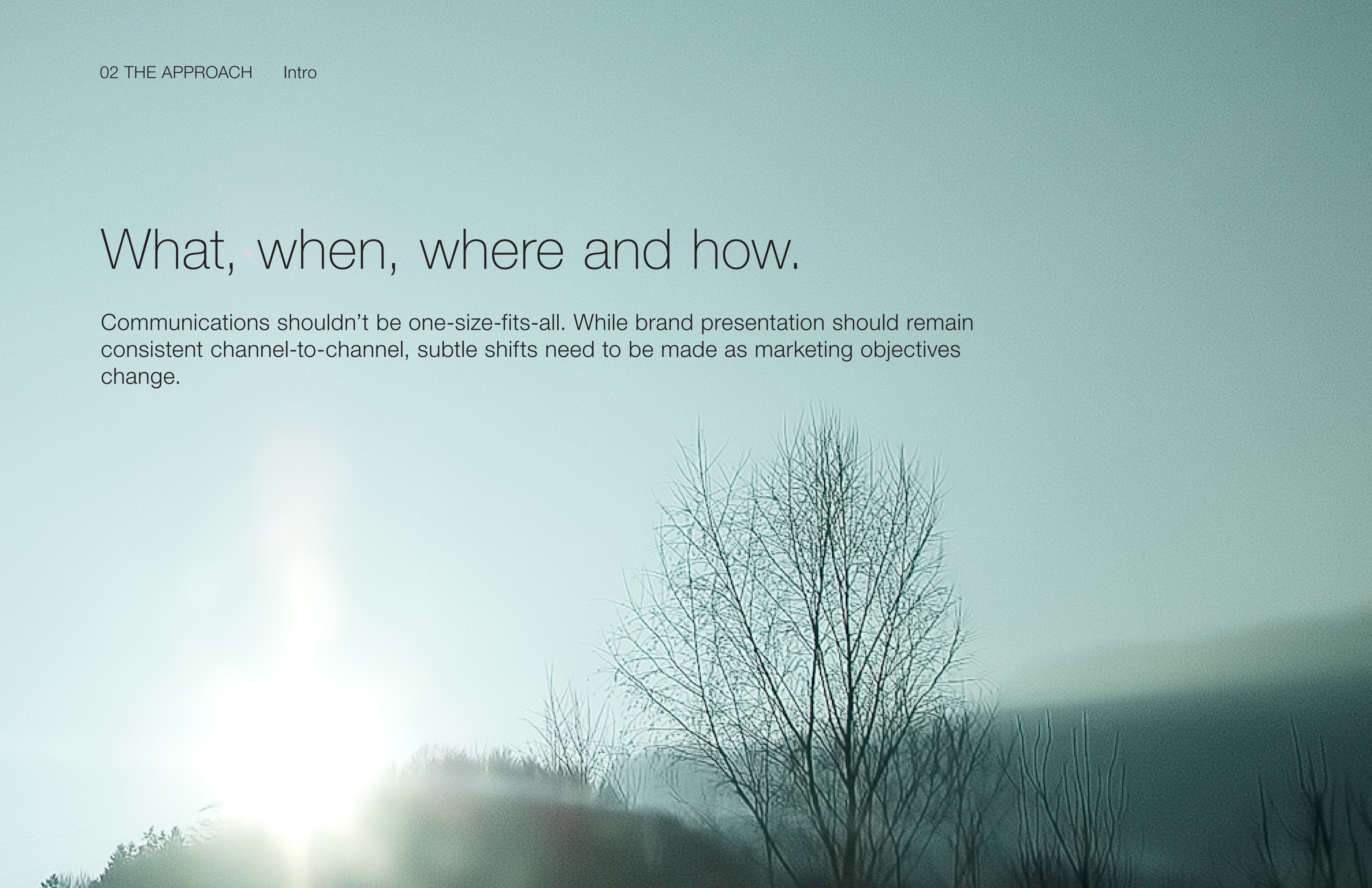
When we vow to achieve the unthinkable, it’s not an empty promise — it’s a mantra.

Ambitious

Improving a product is one thing. Re-inventing a category is another.
This is where we diverge from our competitors.

02 THE APPROACH

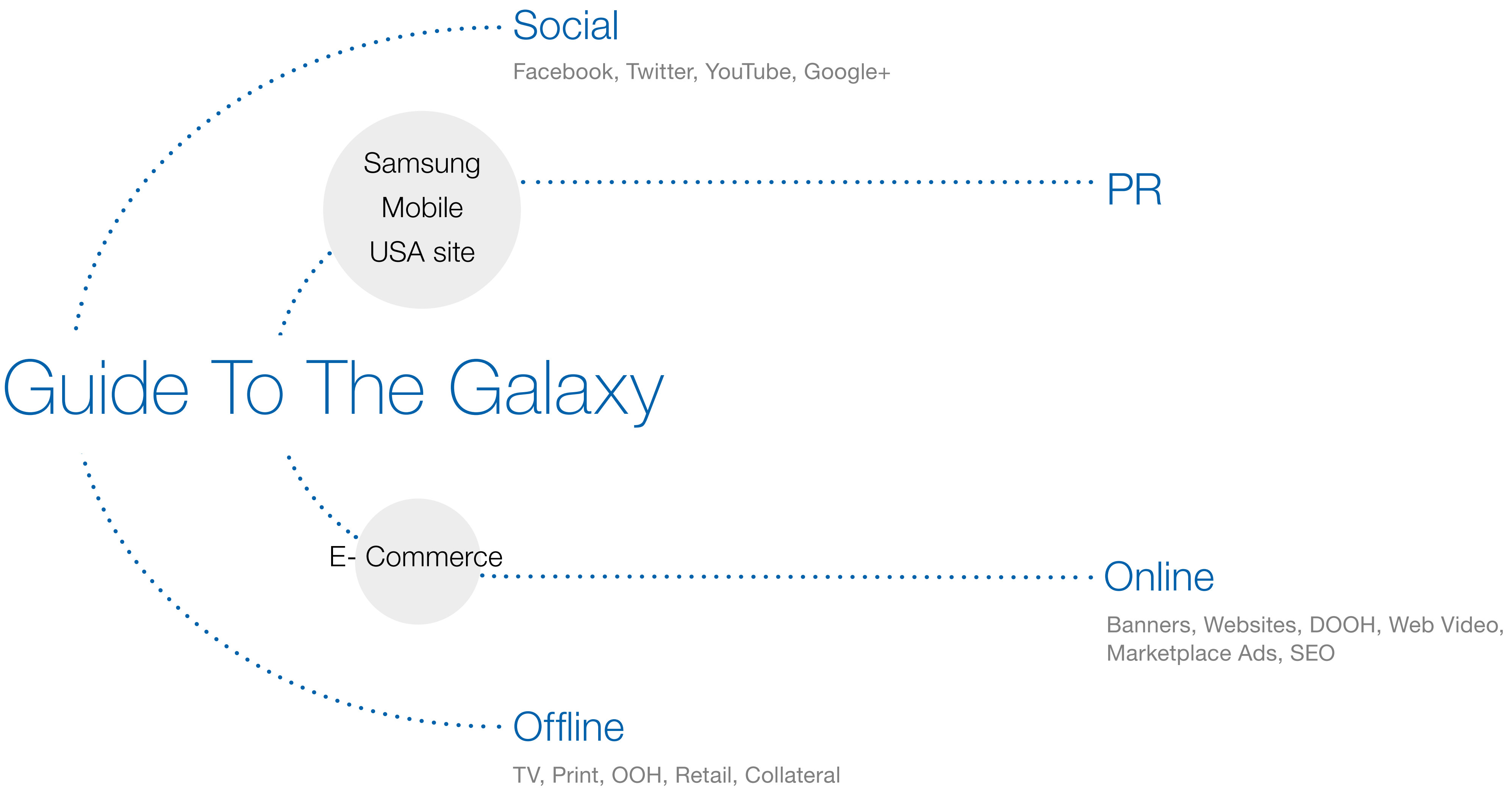
Our Marketing Strategy



What, when, where and how.

Communications shouldn’t be one-size-fits-all. While brand presentation should remain consistent channel-to-channel, subtle shifts need to be made as marketing objectives change.

Our channels and tactics



Social

Facebook, Twitter, YouTube, Google+

Samsung Mobile USA site

PR

Guide To The Galaxy

E- Commerce

Online

Banners, Websites, DOOH, Web Video, Marketplace Ads, SEO

Offline

TV, Print, OOH, Retail, Collateral

Our marketing objectives

Engage Persuade Inform Guide

Direction
Aim for anthemic. Put a consumer-facing spin on our brand statement.

Execution
- Craft intriguing, brand-building copy
- Bleed lifestyle imagery to the edges
- Express what the device empowers vs. listing features
- Foster anticipation, excitement

Audience's Feelings
- Curiosity
- Enthusiasm
- Optimism

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Persuade

Direction
Be more down-to-earth. Not as lofty, but still aspirational. Work in benefit messaging, but in a compelling way.

Execution
- Create gripping, benefit-driven copy
- Blend striking product imagery with lifestyle photography
- Capture (and hold) people's attention
- Create desire, has a sense of immediacy

Audience's Feelings
- Interest
- Surprise
- Wonder

Inform

Guide

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- Wonder

Inform

Direction

Focus on solutions. Allude to what a device can do without being too granular.

Execution

- Deliver explanatory copy
- Select bold product photography
- Enlighten without overwhelming
- Answer existing needs, triggers new ones

Audience's Feelings

- Engagement
- Understanding
- Fascination

Guide

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Audience's Feelings
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- Understanding
- Fascination

Guide

Direction
Give the audience a deep understanding of the device's inherent value.

Execution
- Write direct, demonstrative copy
- Choose straightforward product imagery
- Educate, provide specifics
- Communicate with great clarity

Audience's Feelings
- Trust
- Empowerment
- Delight

03 THE BRAND CUES

What We Look Like

Master logo

SAMSUNG

SAMSUNG

Mobile logo

SAMSUNG
mobile

Device logos

Samsung GALAXY Note™

Samsung GALAXY S® II

Samsung GALAXY S® III

Samsung
GALAXY Note™

Samsung
GALAXY S® II

Samsung
GALAXY S® III

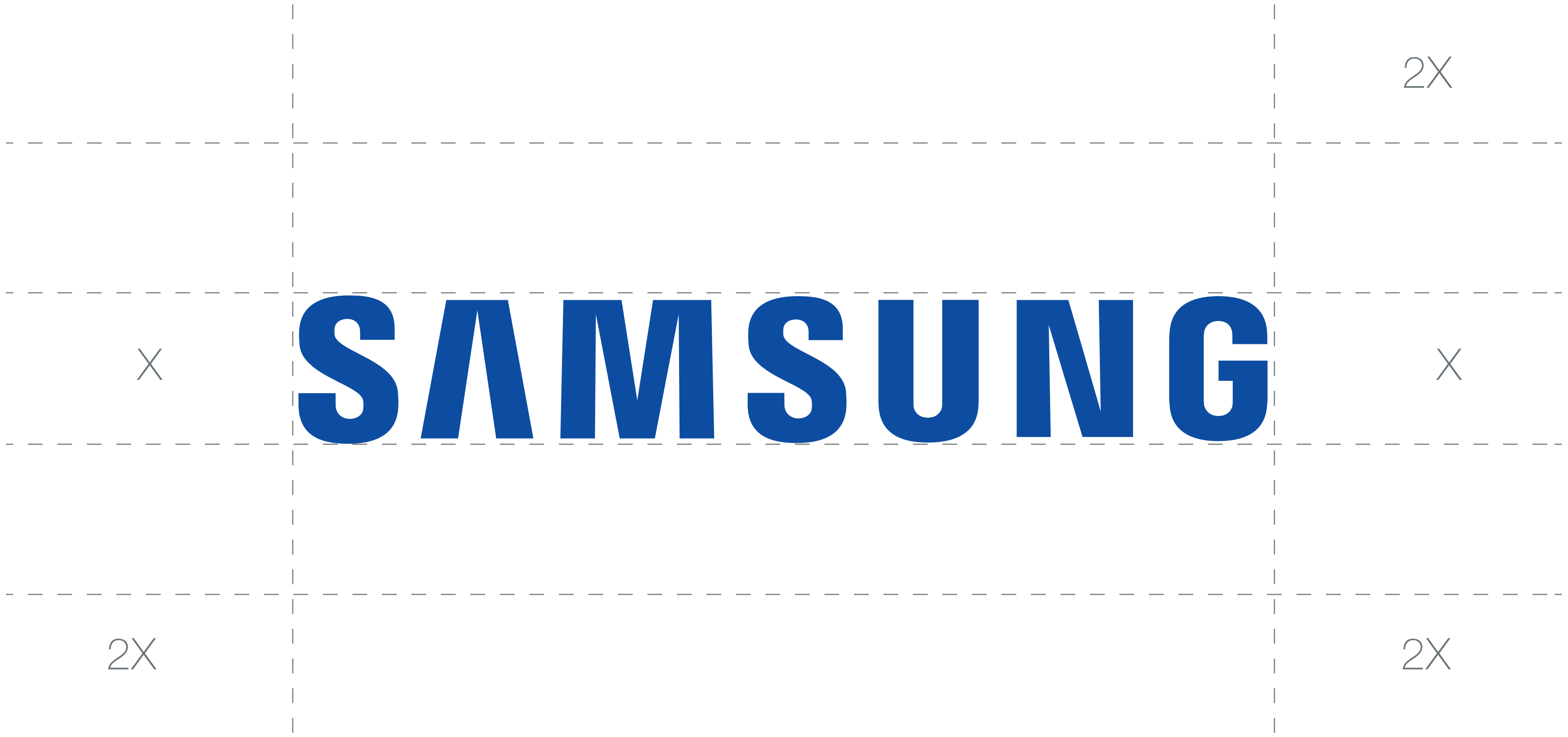
Campaign logos

BE
NOTE
WORTHY

BE NOTEWORTHY

The Next Big Thing Is Here.

Keep the minimum allowed protected space around the Samsung ellipse logo whenever used. The space should be equal to 2X, where X is equal to the height of the word mark.



SAMSUNG

The Samsung letter mark is the preferred logo for the U.S. market.

SAMSUNG

While the Samsung ellipse logo is used globally, it’s rarely used in Samsung Mobile USA communications.

SAMSUNG
mobile

The Samsung Mobile USA logo only appears in profile images on social networks.

Use these logos in either Samsung blue, black, white or 60% gray.

Positive blue logo

The positive ellipse logo should appear in PMS 286 blue with white letters or in the acceptable formats described on this page. The letters within the logo should never be reversed out with a background color or pattern showing through.

Positive black logo

The positive ellipse logo should appear in black with white letters or in the acceptable formats described on this page. The letters within the logo should never be reversed out with a background color or pattern showing through.

Positive gray logo

The positive ellipse logo should appear as 60% gray with white letters or in the acceptable formats described on this page. The letters within the logo should never be reversed out with a background color or pattern showing through.

Negative white logo

The ellipse logo in white can be used on a black or PMS 286 blue background only.

Don’t break apart or change the color of any Samsung device name logo, messaging logo or messaging copy elements – use them in the identical context as they have been provided.

Samsung GALAXY **Note**™

Samsung GALAXY S® II

Samsung GALAXY S® III

Samsung
GALAXY **Note**™

Samsung
GALAXY S® II

Samsung
GALAXY S® III

Samsung Galaxy Note

Samsung Galaxy Note should remain the hero lock-up.
Samsung should always remain as text in black.

Samsung Galaxy S II

Samsung Galaxy S II should remain the hero lock-up.
Samsung should always remain as text in black.

Samsung Galaxy S III

Samsung Galaxy S III should remain the hero lock-up.
Samsung should always remain as text in black.

Campaign logos are meant to be used for a certain period in time for specific promotions.

BE
NOTE
WORTHY

BE NOTEWORTHY

Be Noteworthy

Lipsum. Lorem ipsum dolor sit amet, consectetur adipiscing elit

The Next Big Thing Is Here.

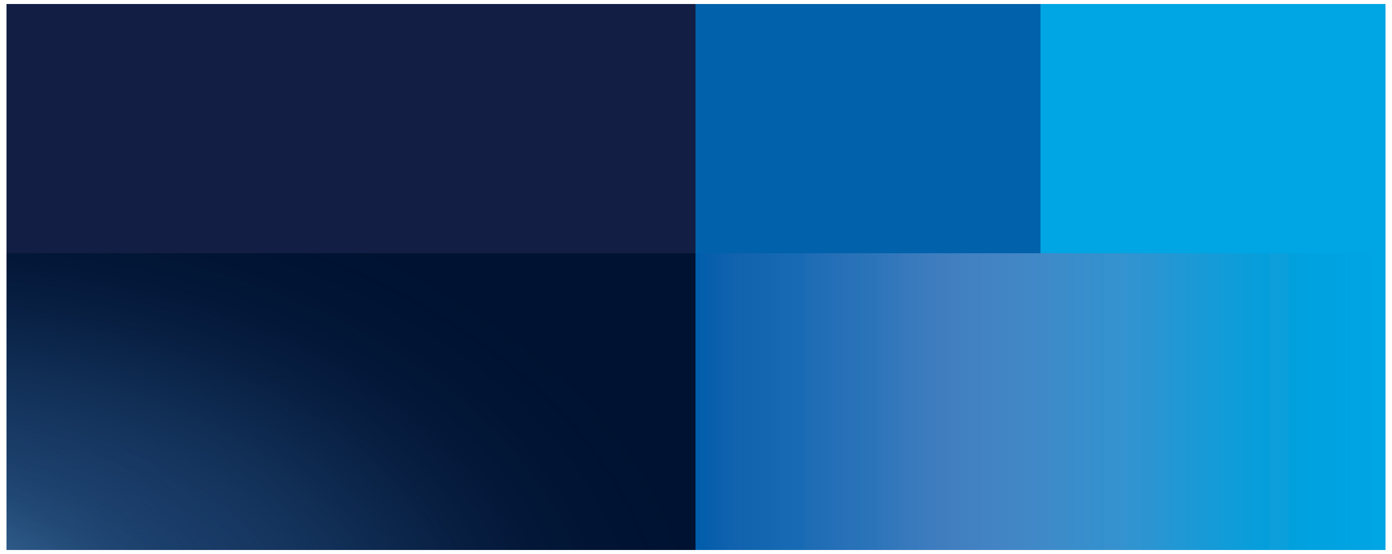
The Next Big Thing Is Here

Lipsum. Lorem ipsum dolor sit amet, consectetur adipiscing elit

Overview

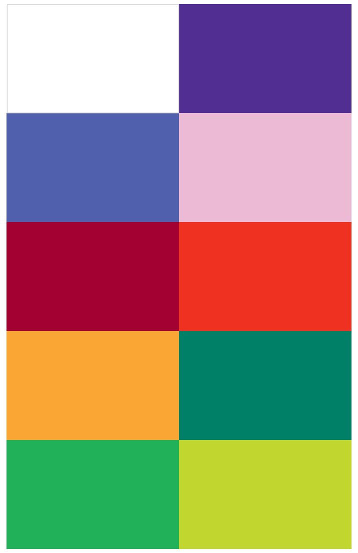
Our palette creates a differentiating and distinct color language evoking Samsung's core attributes, while further building consistency and brand equity. Our palette consists of vibrant color families that may be used as gradations or as solid colors to reinforce and complement Samsung blue.

Primary colors



Secondary colors

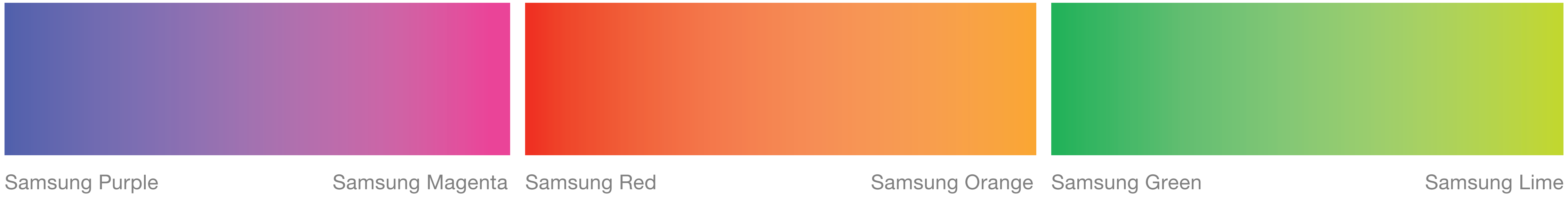
Accent colors



Blue is a mandatory component of all Samsung communications. Its application builds brand recognition and consistency.

Accent colors provide a vibrant, passionate and optimistic tonality when used in combination with Samsung blue. Accent colors may be paired by selecting analogous colors within a family (i.e., colors that are next to each other).

Gradients



Gradients should be used in combination with primary and secondary colors to draw attention to important content or to reflect product personality attributes.

Specifications - Process/RGB

The process palette of colors is designated for print-based output mediums. Use the RGB palette of colors for digital or screen-based designs. Samsung gradients are standard linear gradients. Place the darker of the two colors at the left end of the gradient bar (0% location).

Primary colors

Samsung
Deep Blue
Pantone 539 C
C100 M65 Y22 K80
R0 B18 G49

Samsung
Blue
Pantone 2945 C
C100 M60 Y0 K6
R0 B96 G169

Samsung
Light Blue
Pantone 2995 C
C90 M11 Y0 K0
R0 B164 G228

Secondary colors

C0 M0 Y0 K100
R0 G0 B0
HEX: #000000

Pantone 431
C11 M1 Y0 K64
Pantone 431 C
R106 G115 B123
HEX: #5E6A71

Accent colors

C0 M0 Y0 K0
R255 G255 B255
HEX: #FFFFFFa

Samsung
Dark Purple
Pantone 2597 C
C85 M100 Y0 K0
R82 G46 B145

Samsung
Purple
Pantone 2725 C
C77 M68 Y0 K0
R82 G97 B172

Samsung
Magenta
Pantone 219 C
C1 M88 Y0 K0
R235 G68 B152

Samsiung
Dark Red
Pantone 1955 C
C0 M100 Y60 K37
R163 G1 B52

Samsung
Red
Pantone 1795 C
C0 M94 Y100 K0
R238 G53 B36

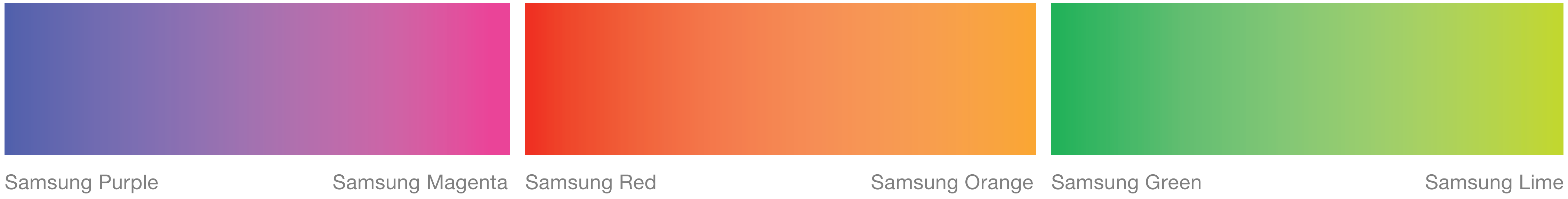
Samsung
Pantone 1375 C
C0 M40 Y90 K0
R250 G166 B52

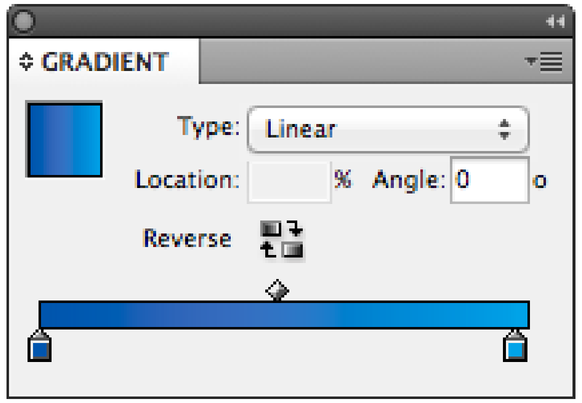
Samsung
Pantone 335 C
C100 M70 Y65 K30
R0 G128 B102

Samsung
Pantone 354 C
C80 M70 Y90 K0
R0 G178 B89

Samsung
Pantone 382 C
C29 M0 Y100 K0
R193 G216 B47

Gradients





Type: Linear
Location: %
Angle: 0 o

Neue Helvetica LT Std

The Samsung corporate typeface is Neue Helvetica LT. It's strong, yet modern, and will help reinforce our brand personality. This typeface should be used across all communications. Print, digital, web. Use Linotype version.

Helvetica Neue LT Std 35 Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()+-

Helvetica Neue LT Std 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()+-

Helvetica Neue LT Std 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()+-

Helvetica Neue LT Std 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()+-

Typeface specifications

Use typefaces and weights as suggested by the examples below. These samples show the basic layout, proportion and feel that should be conveyed through the typography. The specifications below list the general guidelines for use.

Headline

Helvetica Neue LT Std 35 Thin

Subhead, small headlines

Helvetica Neue LT Std 45 Light

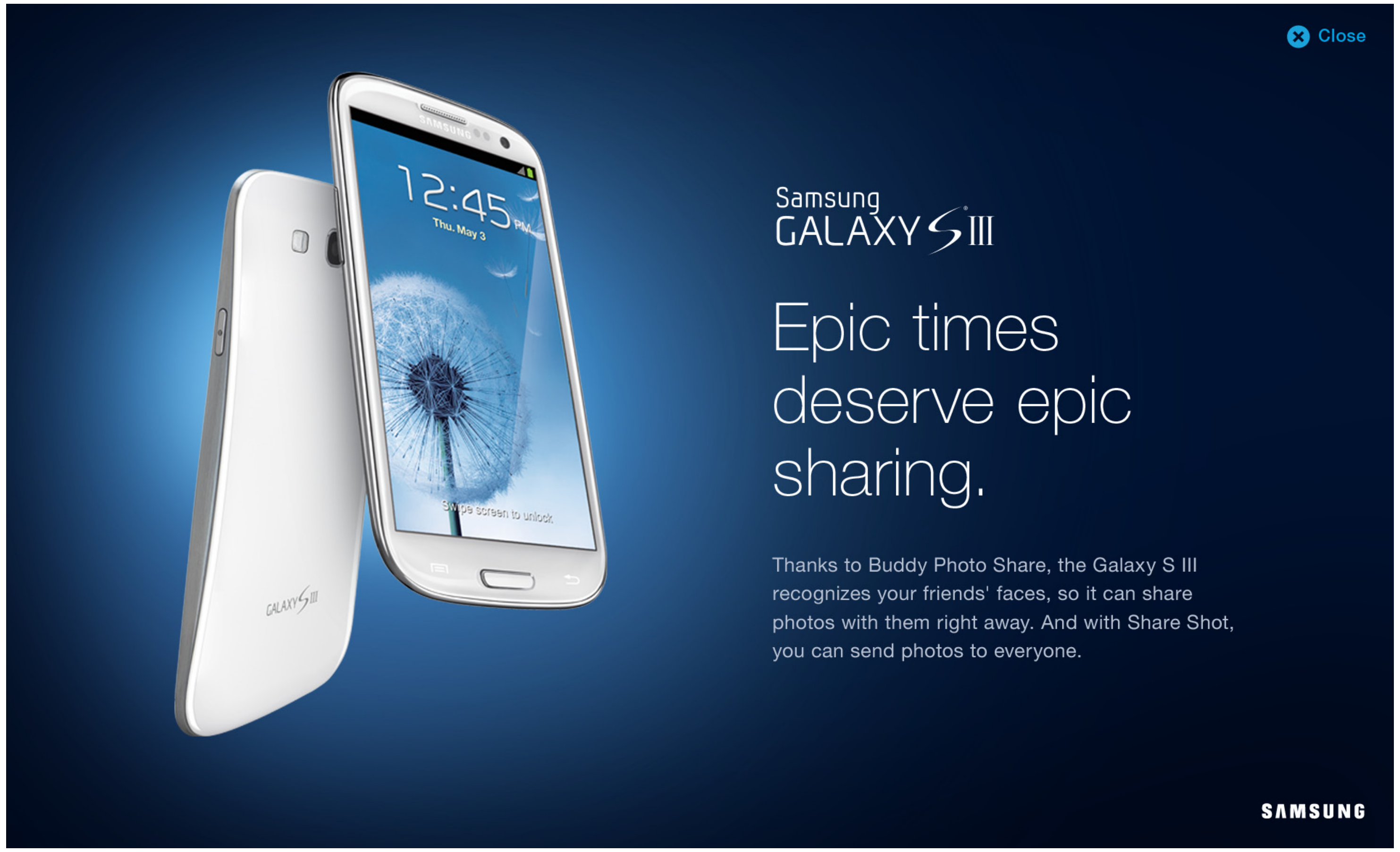
Subhead, copy, call to action

Helvetica Neue LT Std 55 Roman

Small call to action

Helvetica Neue LT Std 65 Medium

Headline & body copy treatment (expanded banner ad example)

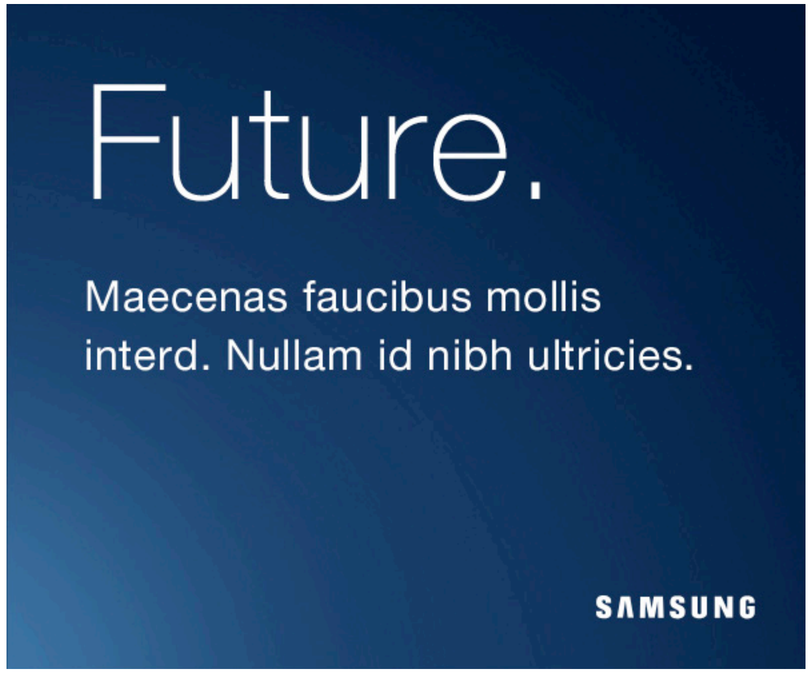


Thanks to Buddy Photo Share, the Galaxy S III recognizes your friends' faces, so it can share photos with them right away. And with Share Shot, you can send photos to everyone.

assets/type_example.psd

Banner examples

Follow these simple guidelines illustrated below for consistent, uniform typography.



Future.

Maecenas faucibus mollis interd. Nullam id nibh ultricies.

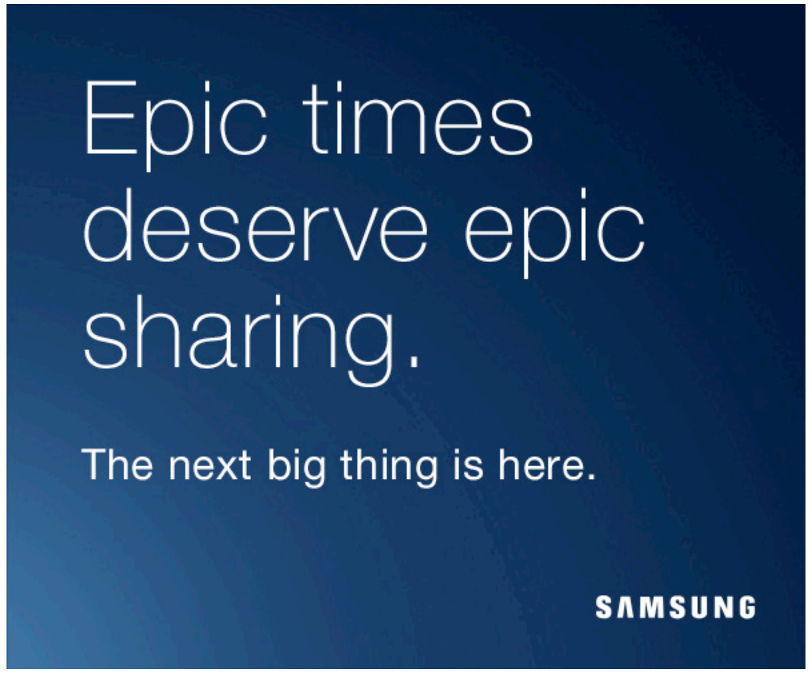
assets/bnr.sortheadline_300_250.psd

Headline - short

Helvetica Neue LT STD 35 Thin
Size: up to 60 pts (example 60 pts)
Leading: font size + 4
Tracking: 20
Aliasing: Crisp
Word count: No more than three

Subhead

Helvetica Neue LT STD 55 Roman
Size: 16 pts
Leading: font size x 1.4
Tracking: 20
Aliasing: Crisp
Word count: No more than eight



Epic times deserve epic sharing.

The next big thing is here.

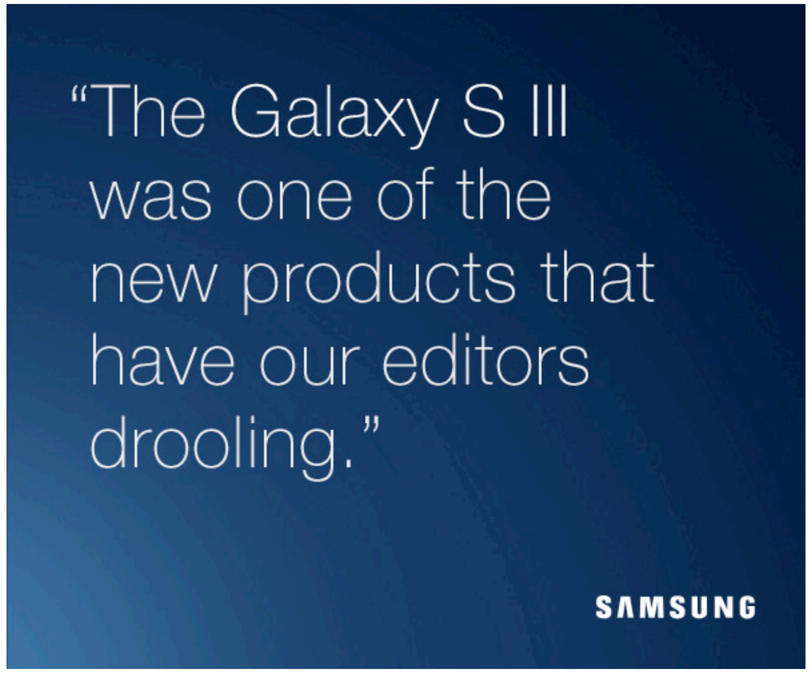
assets/bnr.medheadline_300_250.psd

Headline - medium

Helvetica Neue LT STD 35 Thin
Size: 38 pts (between 24 - 60 pts)
Leading: font size + 4 (42 pts)
Tracking: 20
Aliasing: Crisp
Word count: No more than five

Subhead

Helvetica Neue LT STD 55 Roman
Size: 16 pts
Leading: font size x 1.4
Tracking: 20
Aliasing: Crisp
Word count: No more than five



“The Galaxy S III was one of the new products that have our editors drooling.”

assets/bnr.longheadline_300_250.psd

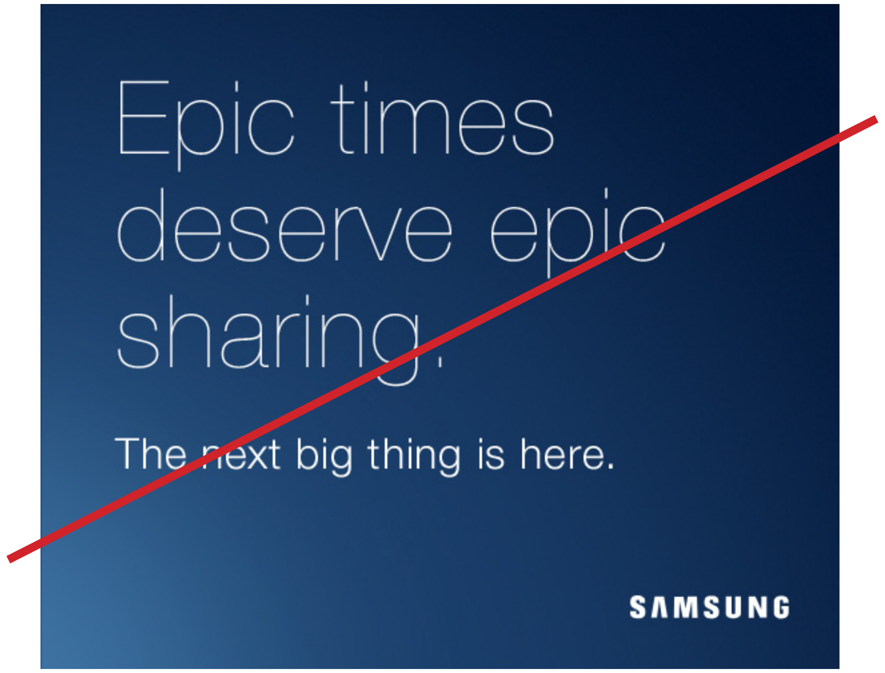
Headline - long

Helvetica Neue LT STD 35 Thin
Size: Minimum 24 pts (if you need to go below 24 pts switch to 45 Light)
Leading: font size + 4 (30 pts)
Tracking: 20
Aliasing: Crisp
Word count: No more than ten
Attribution: site/pub; author’s full name

General guidance

Box units: headlines no more than three lines
Skyscraper units: headlines no more than five lines
Pencil units: no more than one line

Don'ts

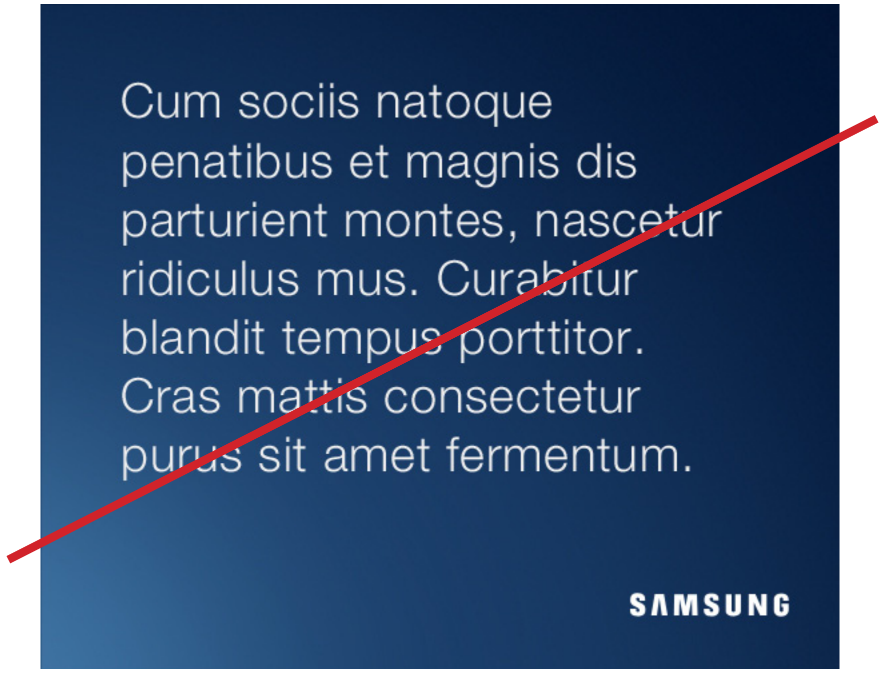


Epic times deserve epic sharing.

The next big thing is here.

SAMSUNG

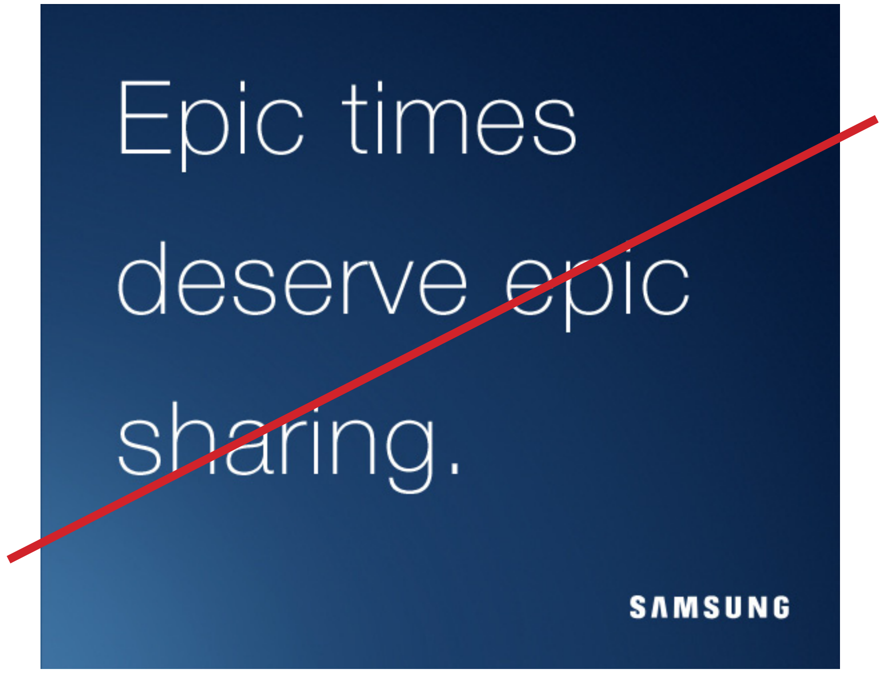
Do not use any cut of Helvetica Neue besides LT Std (Linotype Standard). Do not use "Ultra Light" weight.



Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Curabitur blandit tempus porttitor. Cras mattis consectetur purus sit amet fermentum.

SAMSUNG

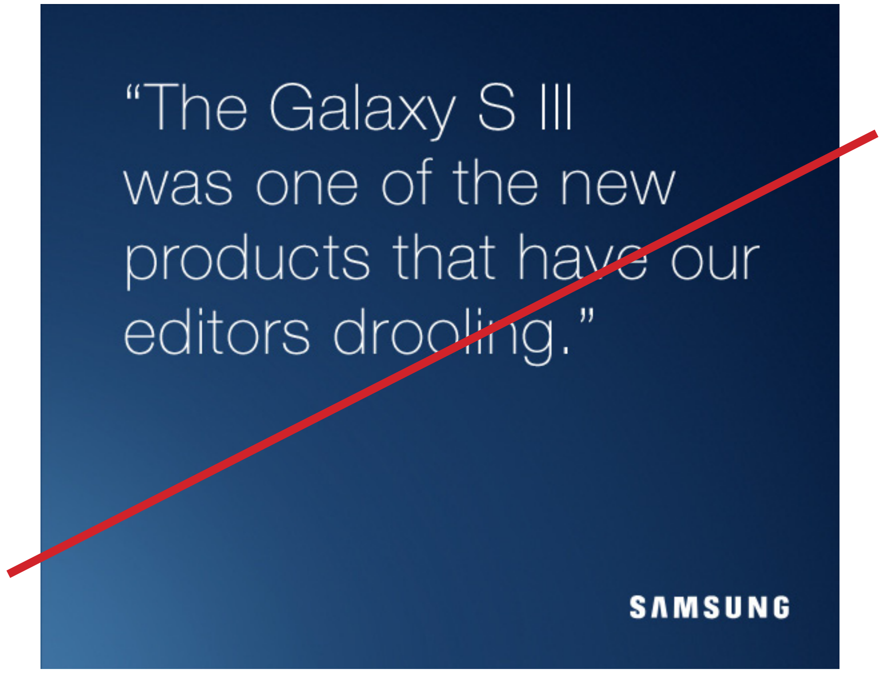
Avoid extra long headlines. Whenever possible, try to break headlines into readable chunks.



Epic times deserve epic sharing.

SAMSUNG

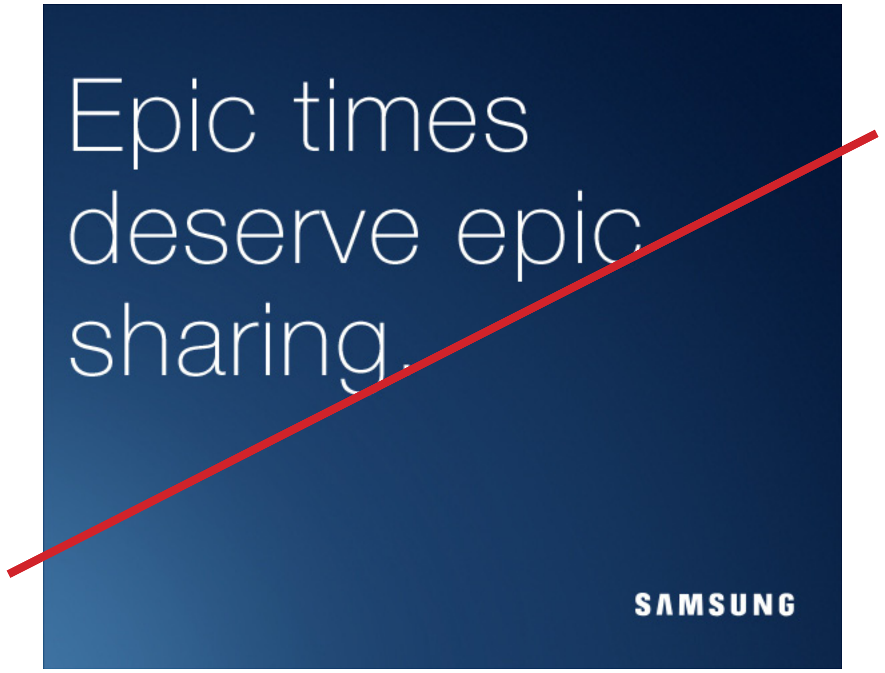
Do not use leading that's too loose or too tight.



"The Galaxy S III was one of the new products that have our editors drooling."

SAMSUNG

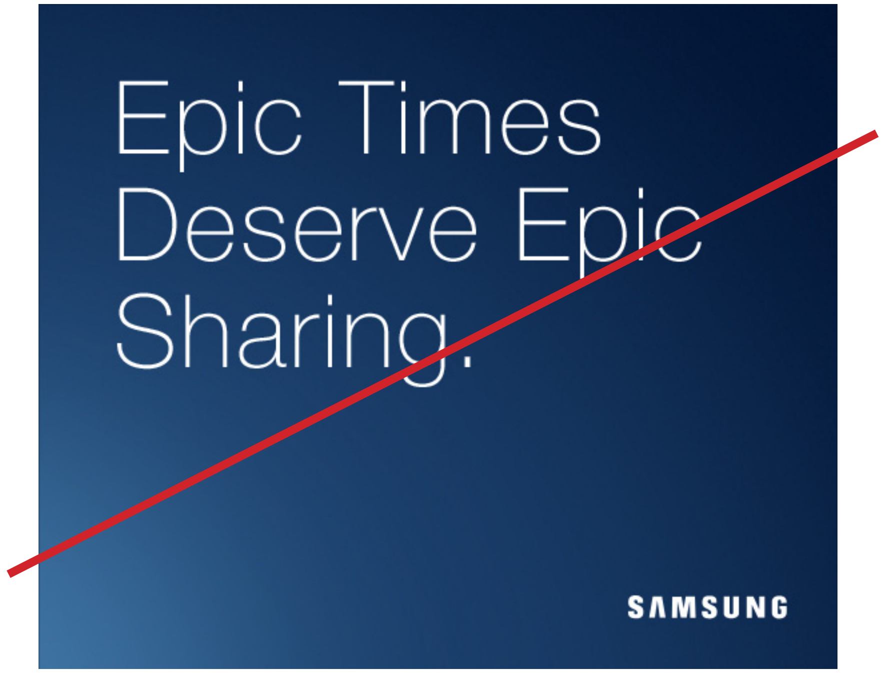
Always use hanging quotes.



Epic times deserve epic sharing.

SAMSUNG

Make sure you use adequate margins.



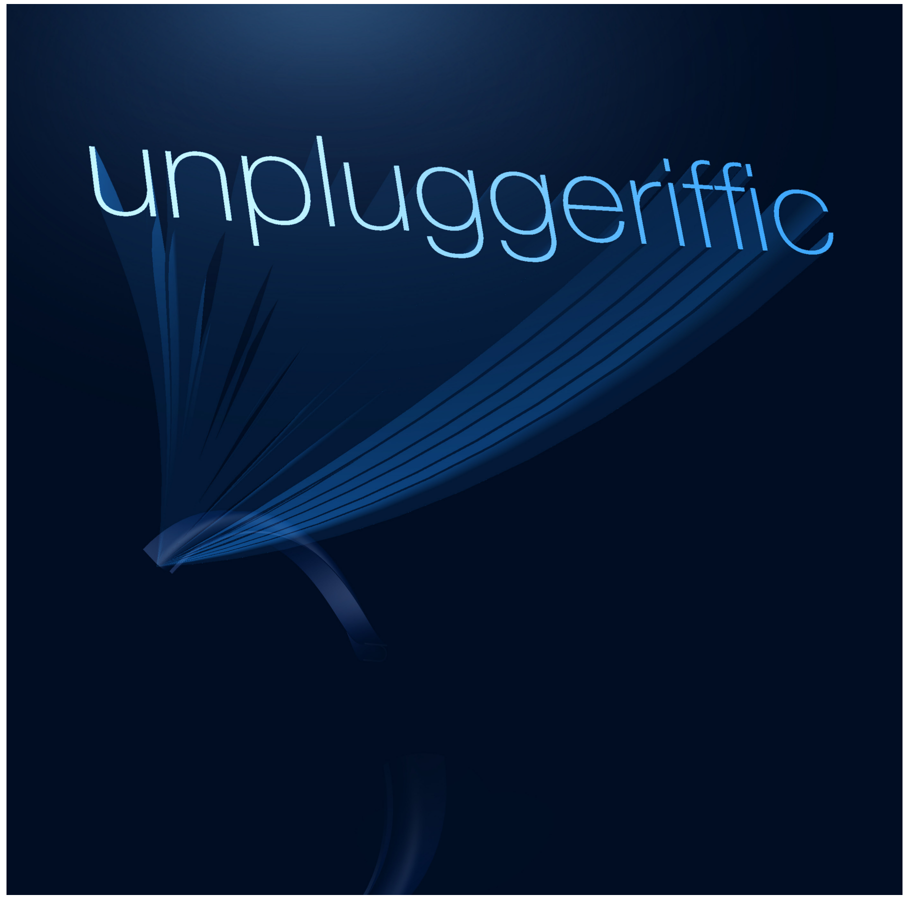
Epic Times Deserve Epic Sharing.

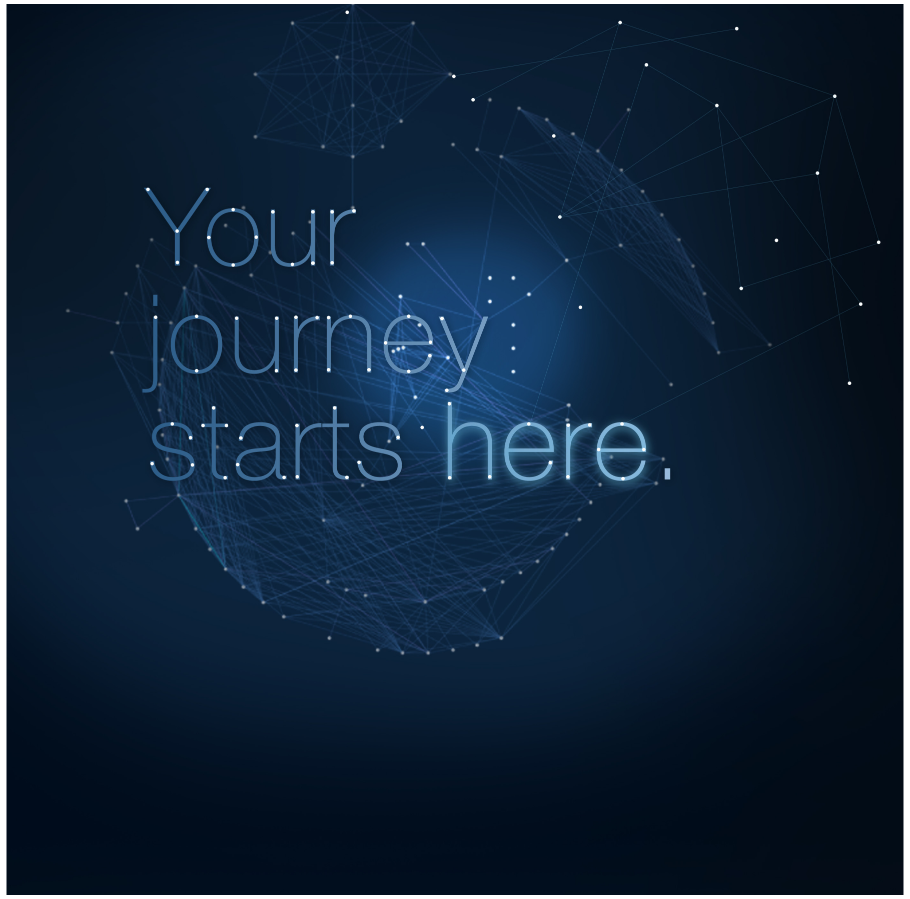
SAMSUNG

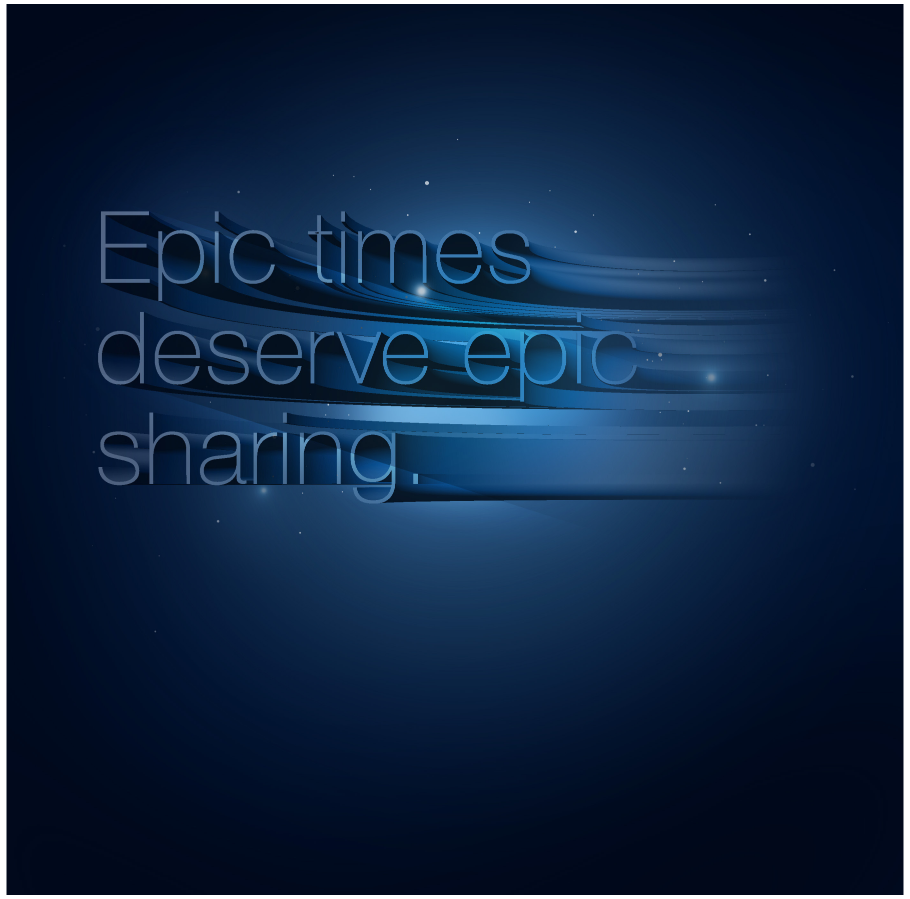
Always use sentence case.

Special cases

Use when design reinforces/illustrates the concept. More appropriate in special cases like posters, or event materials versus standard online media work.
Work always has to feel like it is part of the brand.


unpluggeriffic

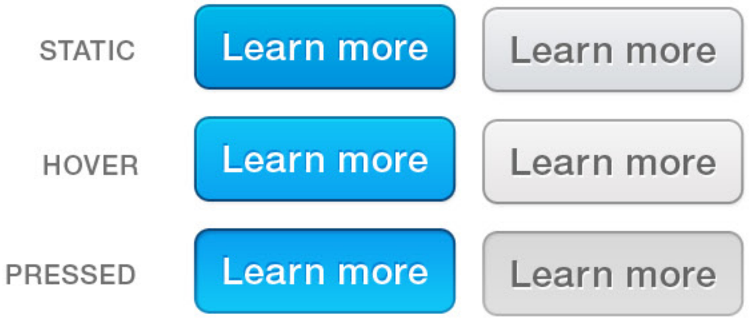

Your journey starts here.


Epic times deserve epic sharing.

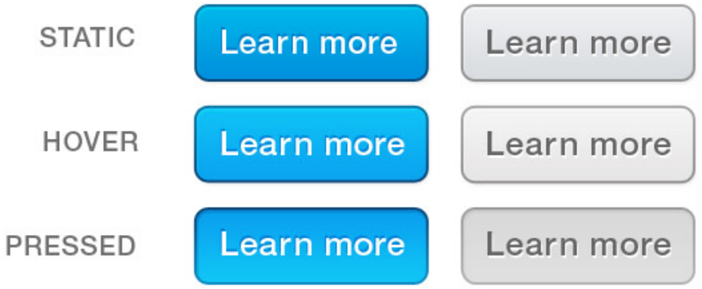
Buttons & link styles

Use **button_styles.psd** as a foundation for creating uniform buttons and calls to action (CTAs).

Button CTA / Site


STATIC
Learn more
Learn more
HOVER
Learn more
Learn more
PRESSED
Learn more
Learn more

Button CTA / Banners


STATIC
Learn more
Learn more
HOVER
Learn more
Learn more
PRESSED
Learn more
Learn more

Link CTAs with icon

⊕ **Click to expand**

› **Next**

⊗ **Close**

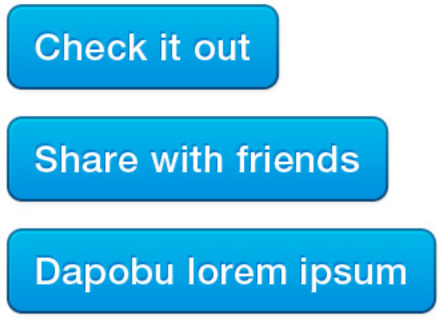
Links

Learn more

Click here to learn more

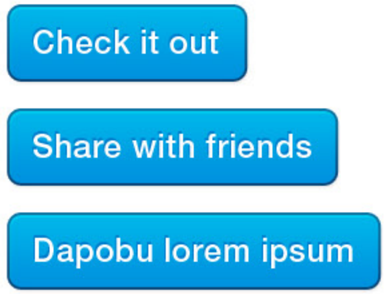
See it in action

Examples


Check it out
Share with friends
Dapobu lorem ipsum

MAX 18 CHARACTERS

Discover new ways to share


Check it out
Share with friends
Dapobu lorem ipsum

MAX 18 CHARACTERS

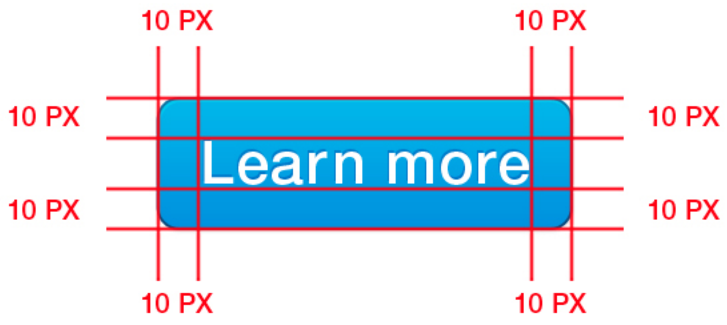
Discover new ways to share

assets/button_styles.psd

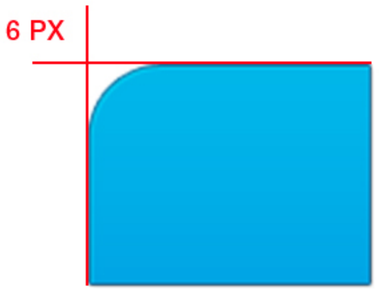
Button guidelines - site

Use the guidelines below to create buttons for the desktop work.

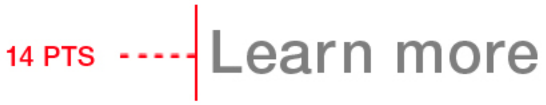
Margin scale


10 PX
10 PX
10 PX
10 PX
10 PX
10 PX
Learn more
10 PX
10 PX
10 PX
10 PX

Corner radius



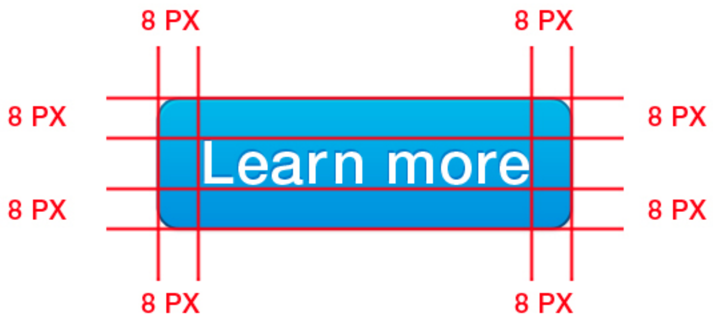
Type scale


14 PTS
Learn more

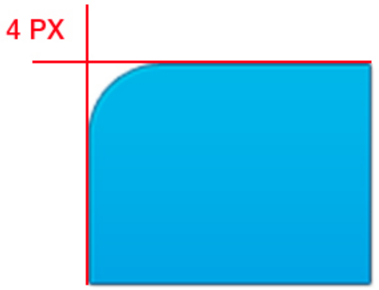
Button guidelines - banners

Use the guidelines below to create buttons for media executions.

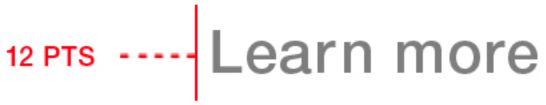
Margin scale


8 PX
8 PX
8 PX
8 PX
Learn more
8 PX
8 PX
8 PX
8 PX

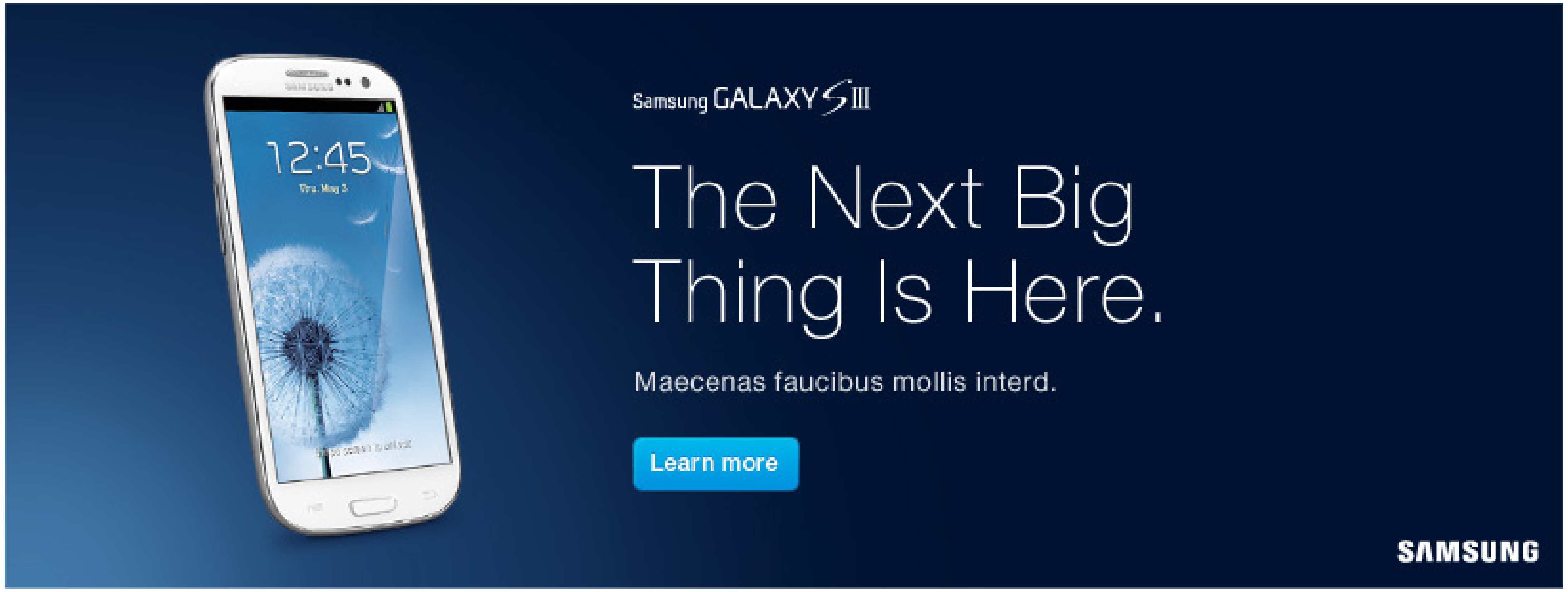
Corner radius



Type scale


12 PTS
Learn more

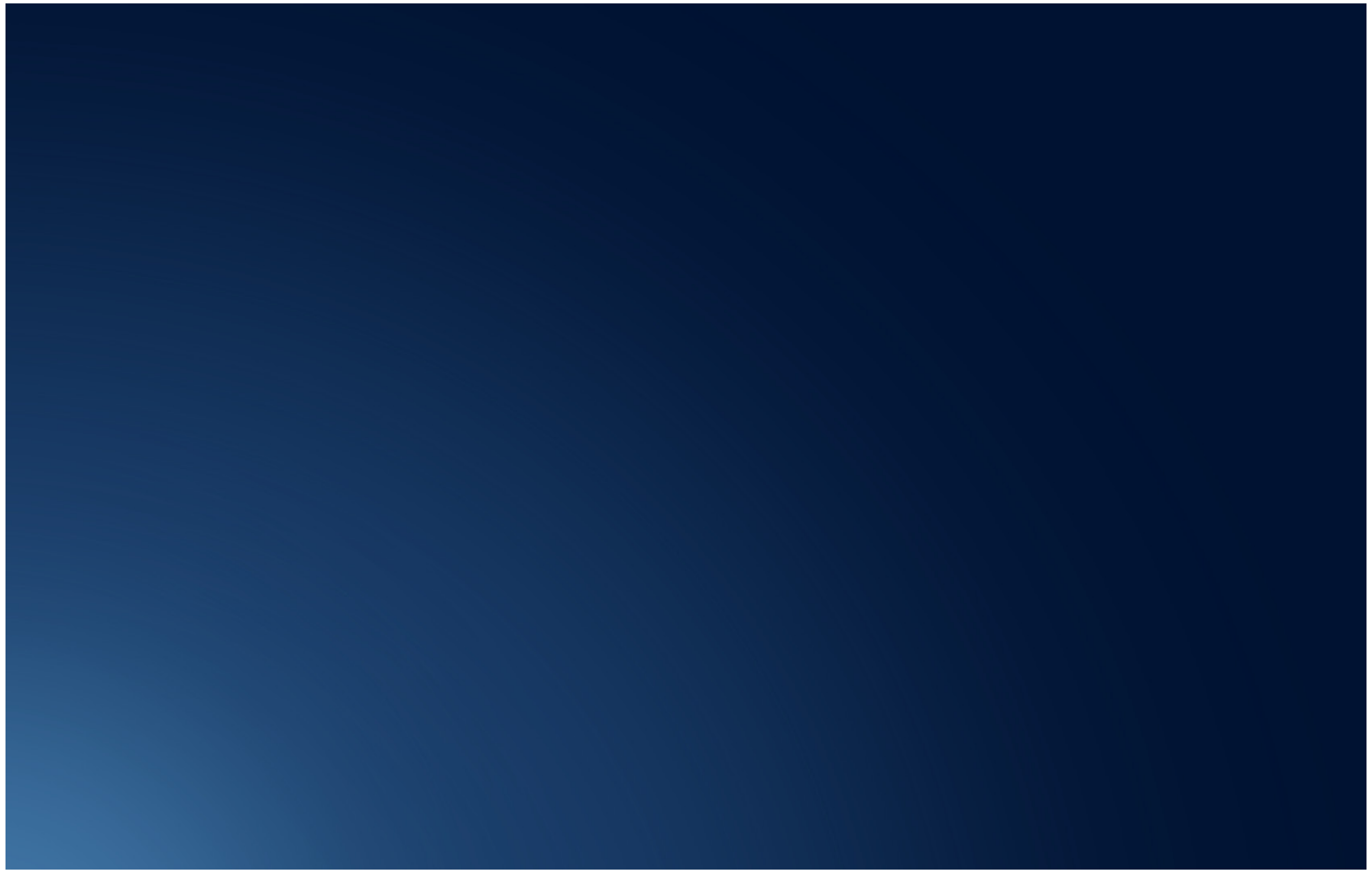
Button example


Samsung GALAXY SIII
The Next Big Thing Is Here.
Maecenas faucibus mollis interd.
Learn more
SAMSUNG

Overview

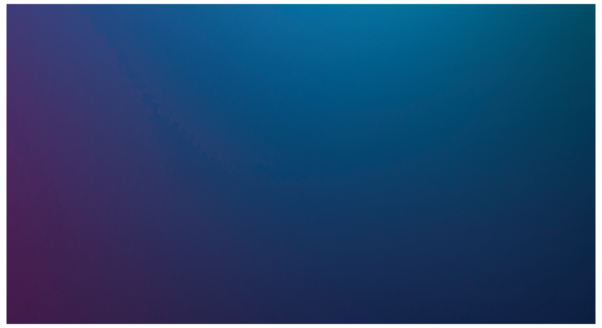
The Samsung background treatment helps differentiate our brand and enhances the presentation of our products. The use of the background creates a dynamic composition through the rich tonal depth of each variation.

Primary

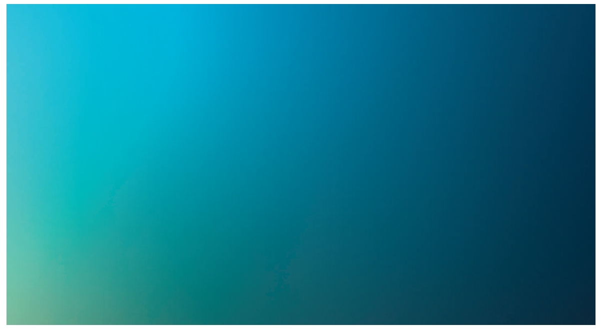


Deep blue

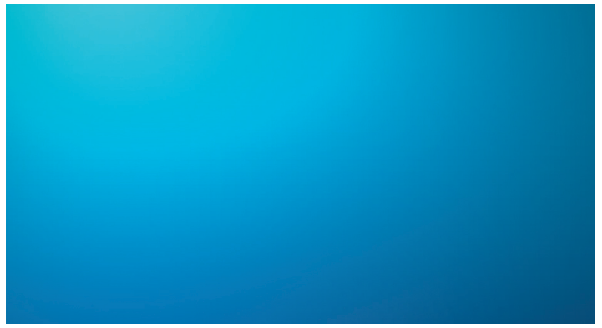
Secondary



Purple gradient



Green gradient



Teal gradient

Primary backgrounds

Three primary background variations will allow for variety of executions while maintaining consistency.

2 Lights

assets/bg_2lights.psd

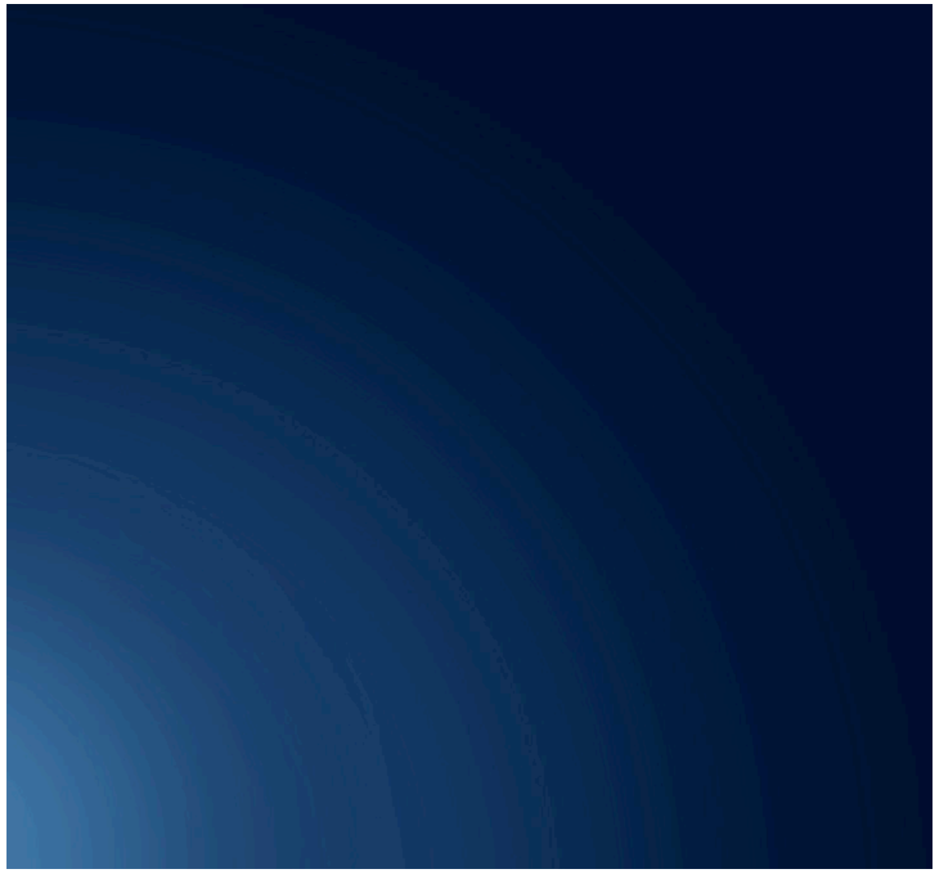
This treatment should be used when device is resting on the floor. The glows should always be centered to the device.

Center light

assets/bg_centerlight.psd

This treatment should be used when phones are floating in space.

Corner light



assets/bg_cornerlight.psd

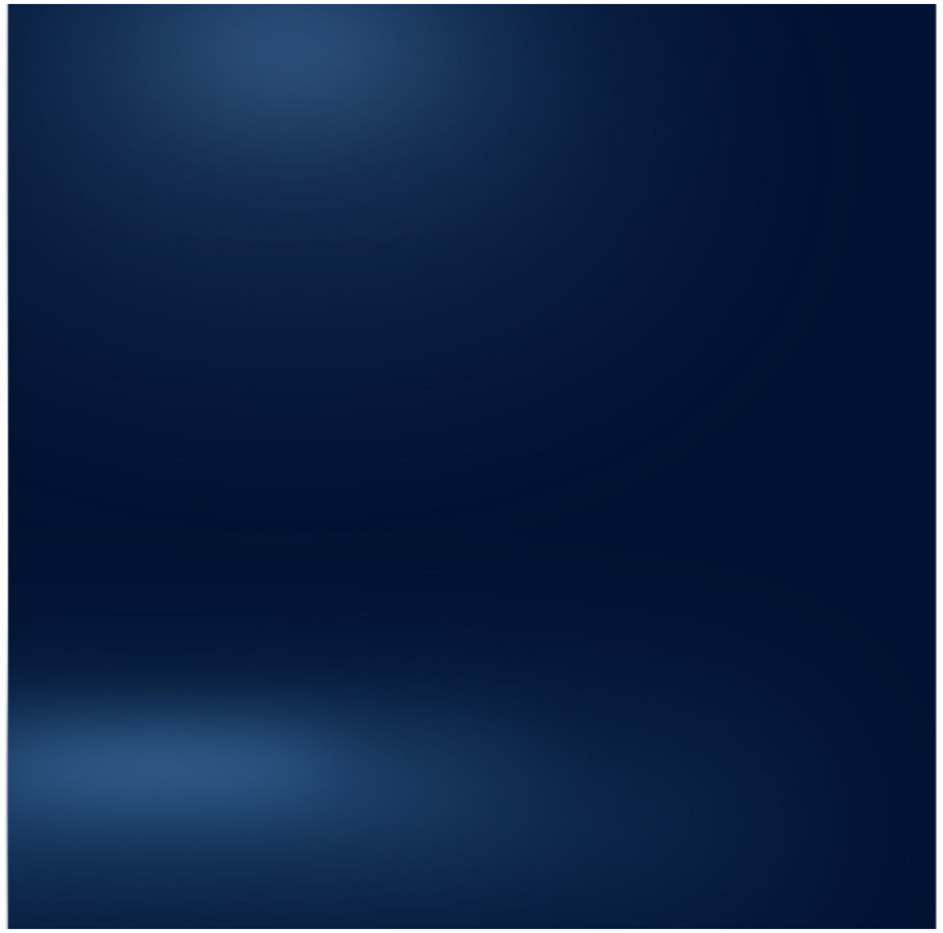
This treatment is more versatile as it may work with floating and resting device compositions.

Background build – two lights

Base color

Background should be set in Deep Blue (R: 0 G: 18 B: 49).

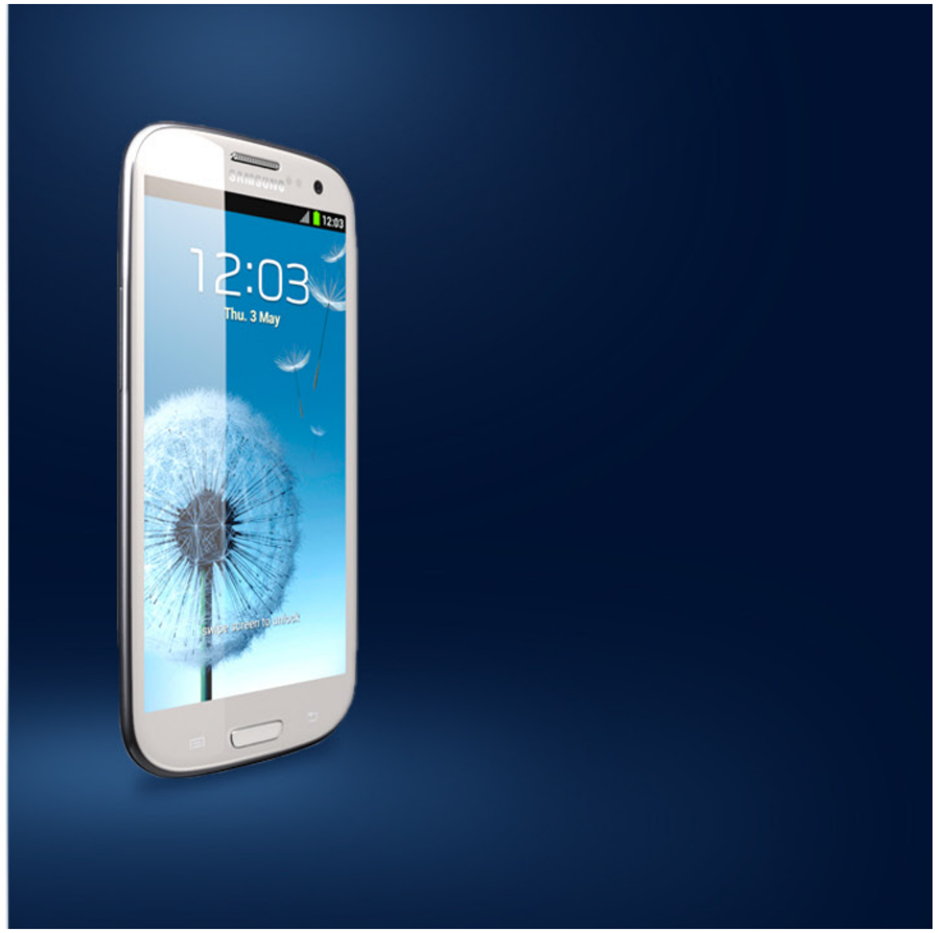
Environment



Background with a floor glow and ceiling highlight. Both light effects are a single smart object. This treatment should be used when device is resting on the floor. Smart object glows can be stretched horizontally if a horizontal rectangle composition is required.

Some compositions may require the device to rest more on one side of the composition. The floor and ceiling glow can be cropped within the composition, anchoring more to one side. The glows should however always be centered to the device.

Environment with device



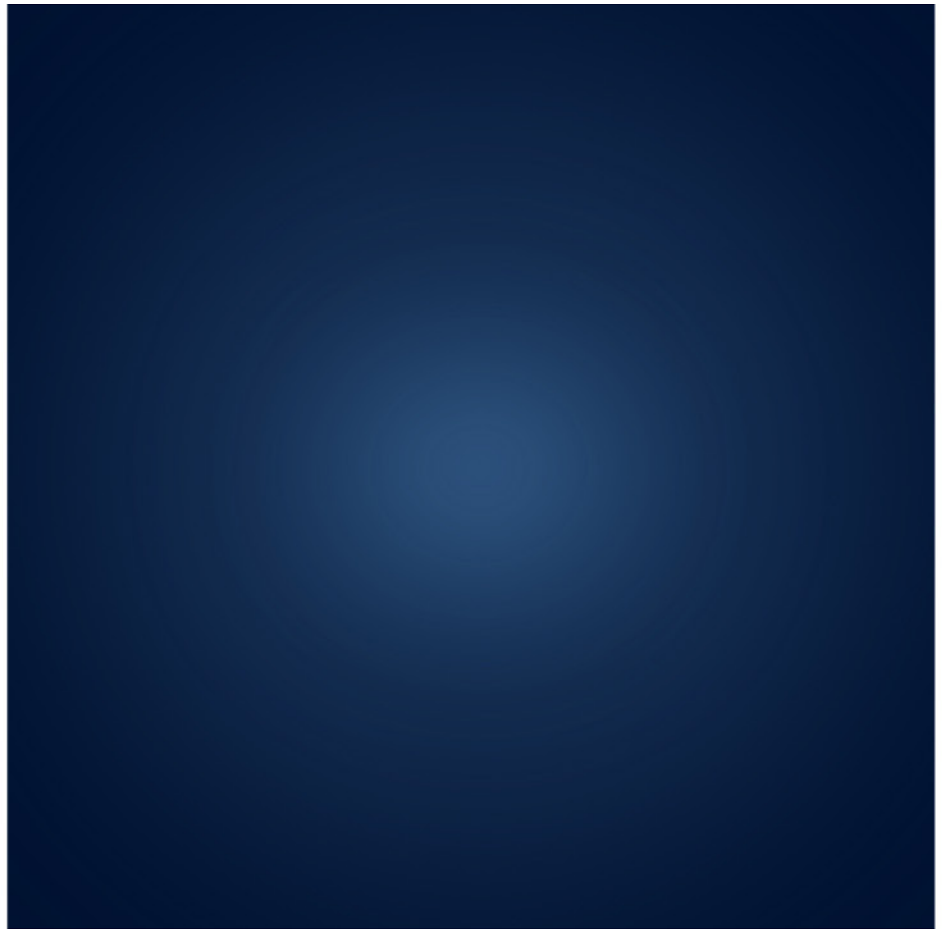
Device used in context with the lighting effects. Device should be centered within glows and rest in the upper 3/4 of the lightest part of the bottom glow highlight.

Background build – center light

Base color

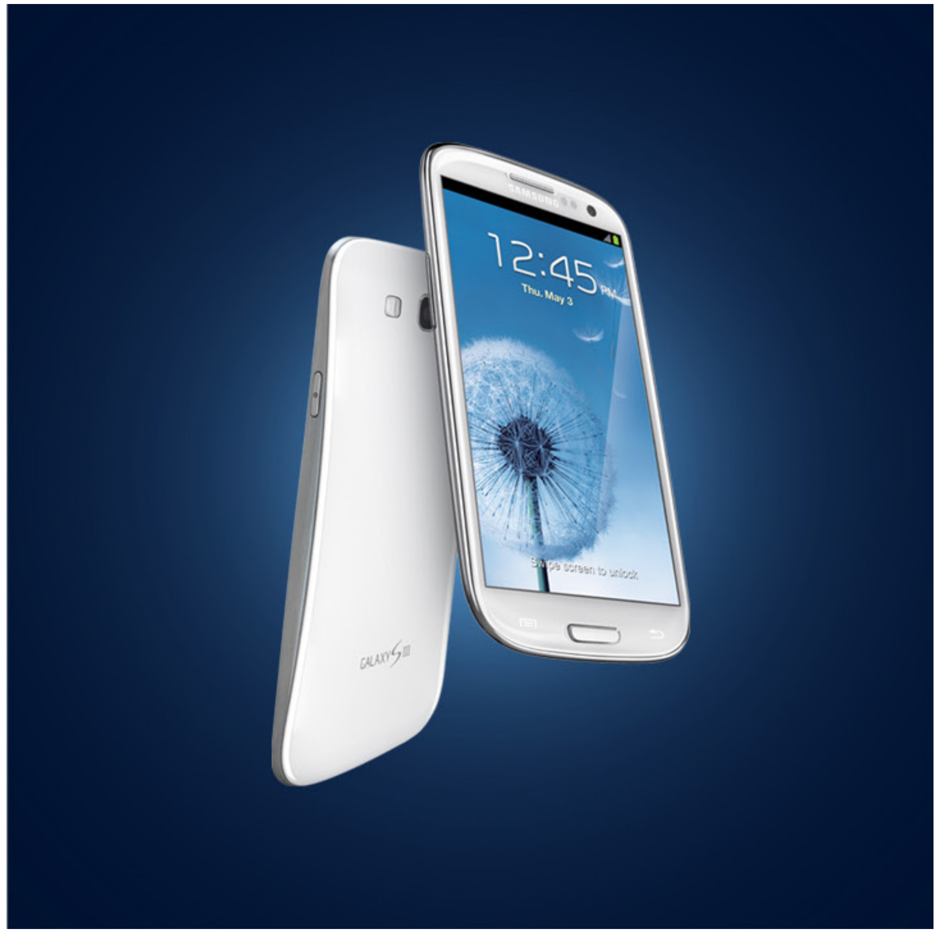
Background should be set in Deep Blue (R: 0 G: 18 B: 49).

Environment



Background with a centered glow. The glow asset is a single smart object and should be used when phones are floating in space. Glow can be scaled up and down proportionally pending on what the composition requires. Glow should not be scaled disproportionately.

Environment with device



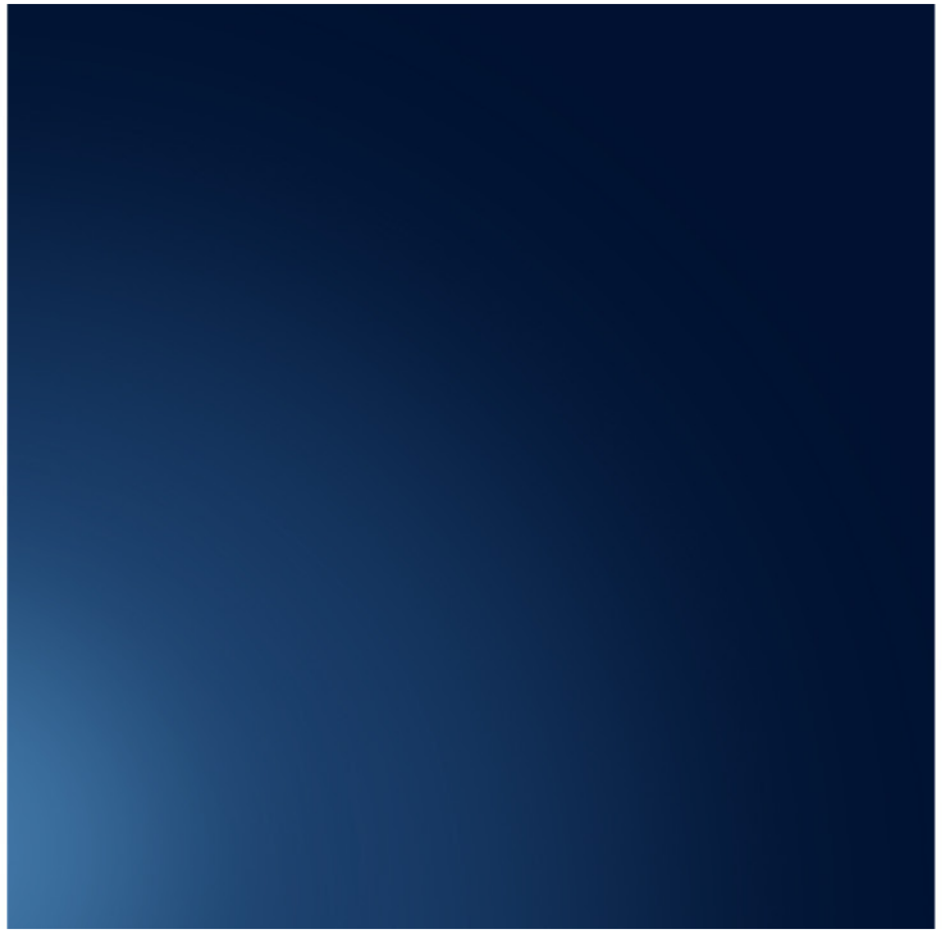
Device should be centered within the glow area. The lightest part of the glow should be slightly visible around the device.

Background build – corner light

Base color

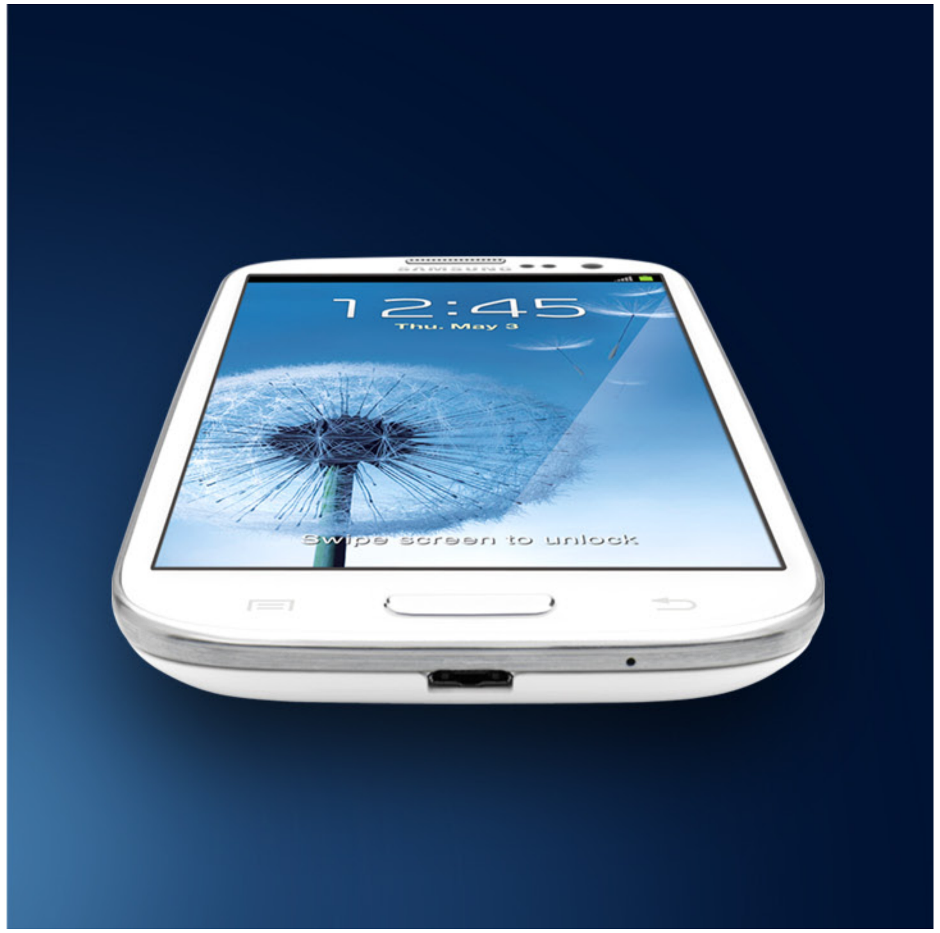
Background should be set in Deep Blue (R: 0 G: 18 B: 49).

Environment



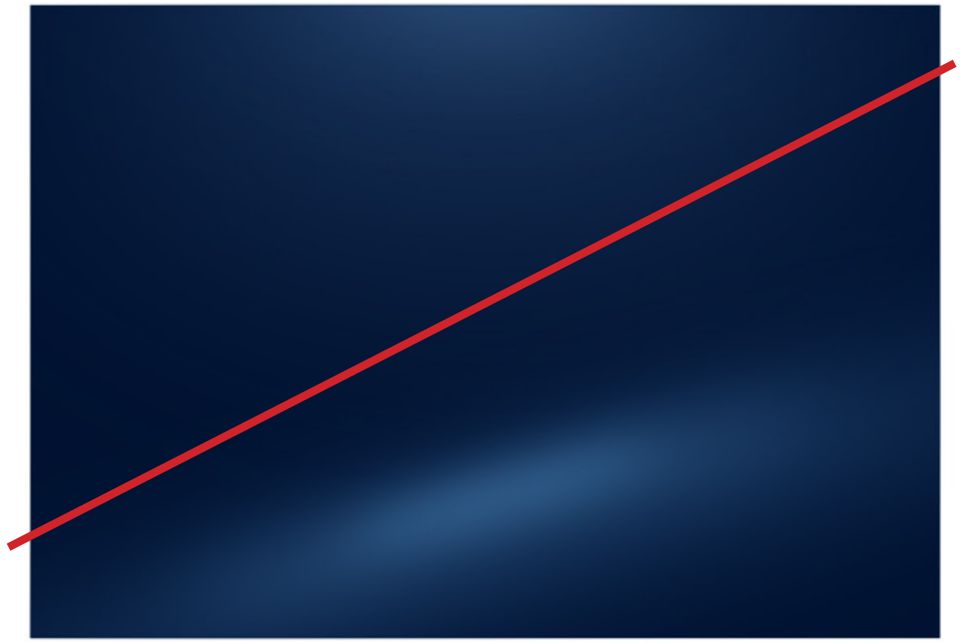
Background with a corner anchored radial gradient. Gradient is cropped in the center vertically and horizontally. This is a more versatile use, as it may work with floating and resting device compositions. It is also ideal for typographic banner treatments. The glow is a single smart object.

Environment with device

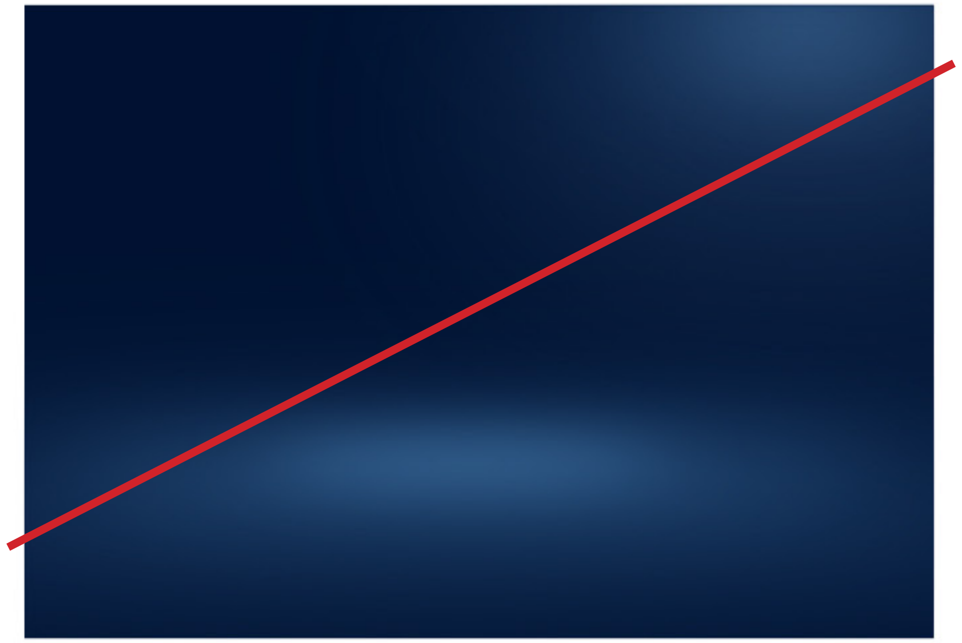


Device could be resting or floating above the corner lighting. A typographic layout can also be used in this environment.

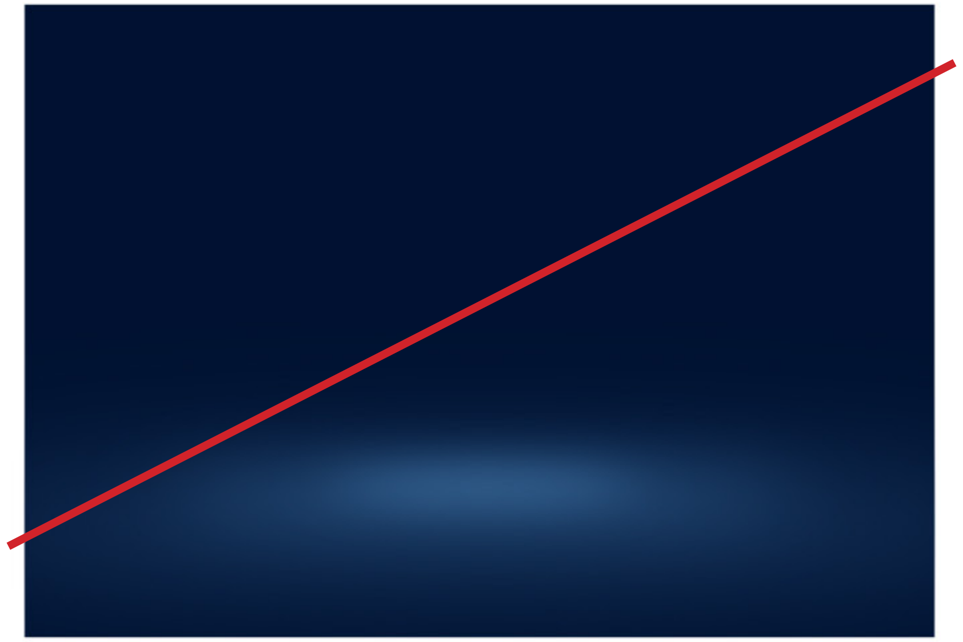
Don’ts



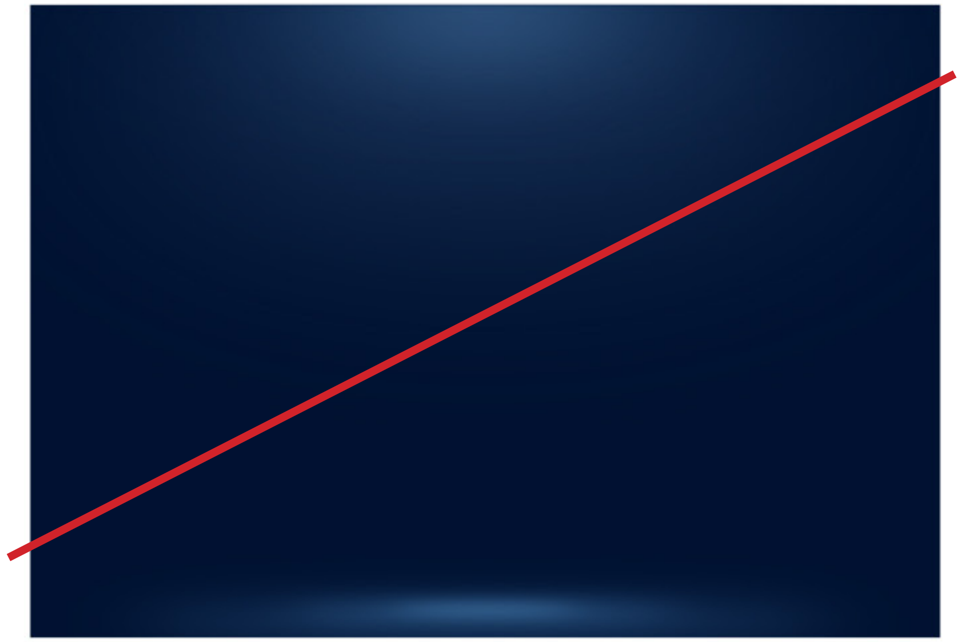
Do not angle the floor gradient.



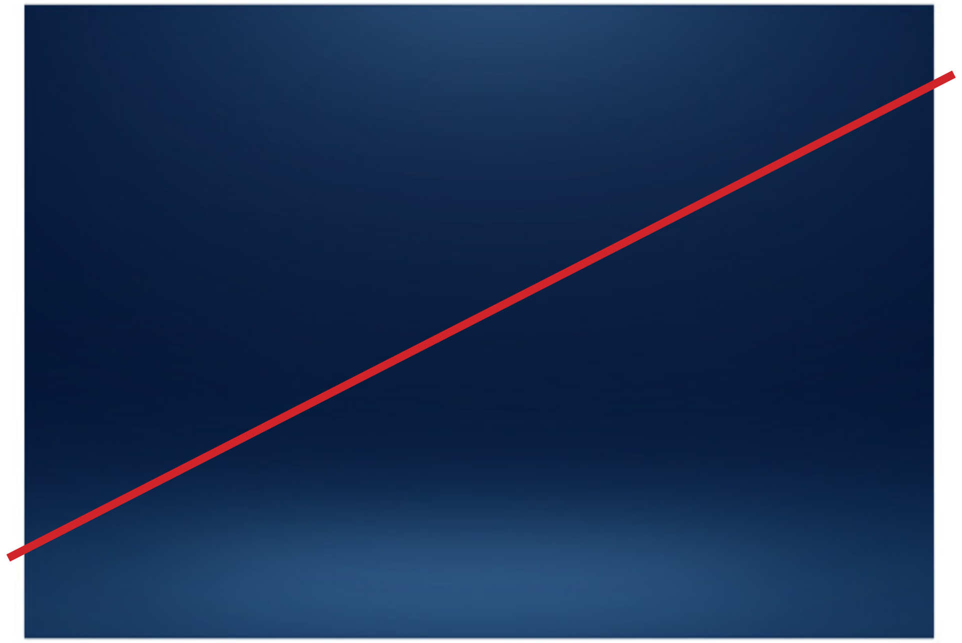
Do not misalign ceiling and floor glows.



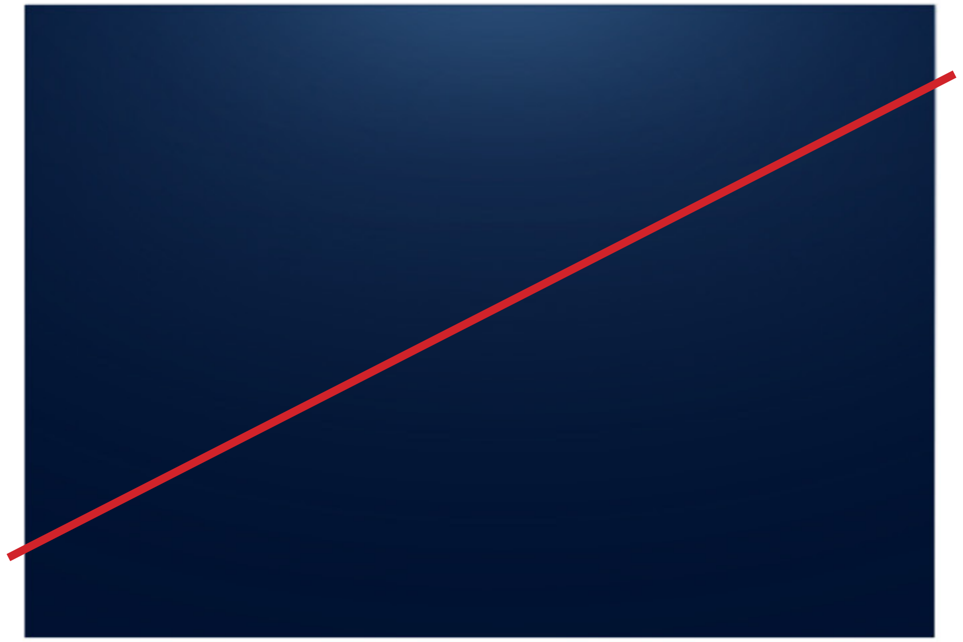
Floor glow should not be used without ceiling glow.



Do not place floor gradient too close to bottom edge.



Do not scale floor gradient too large.

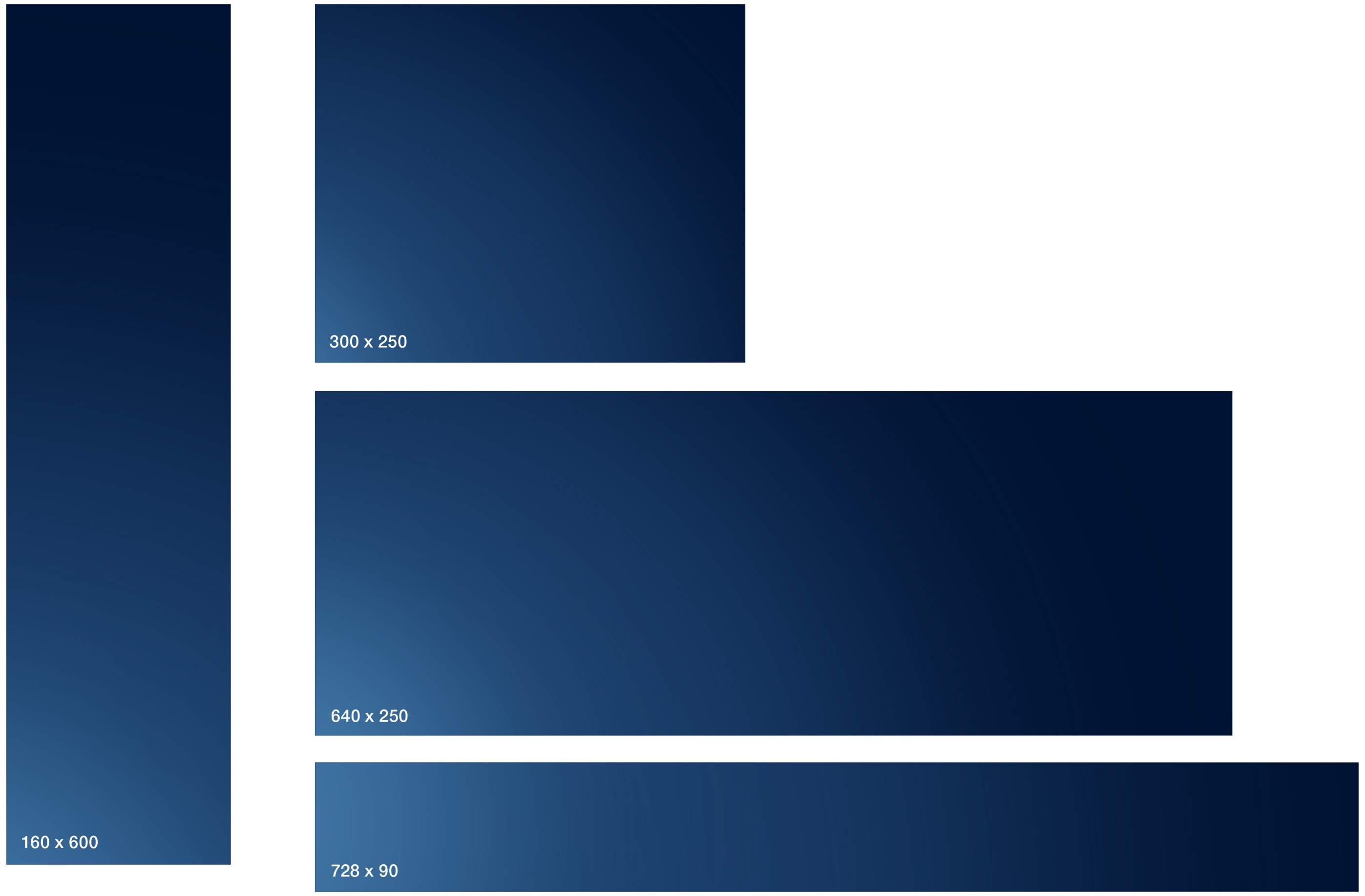


Ceiling glow should be accompanied by a floor glow.

Banner backgrounds

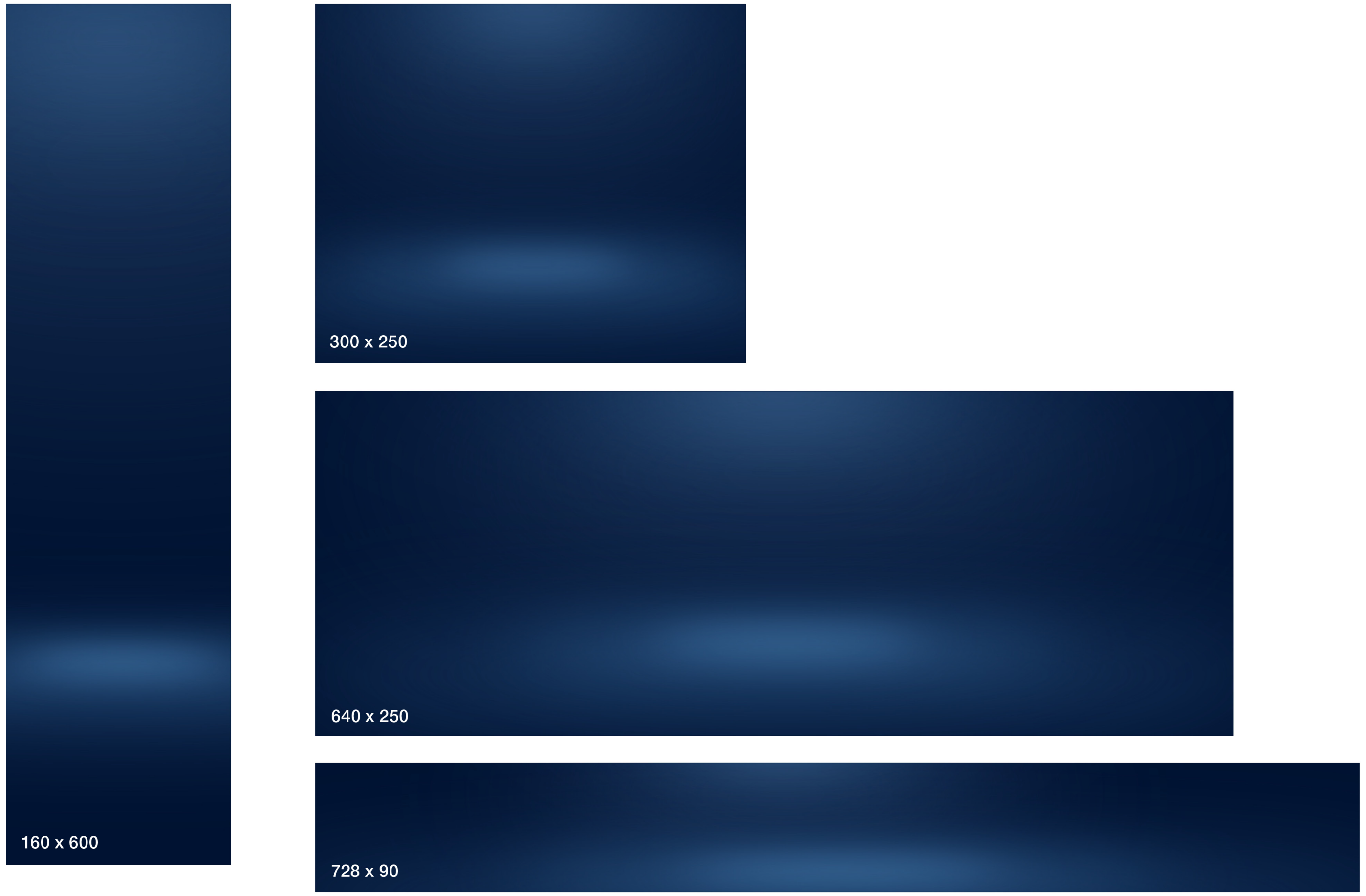
Use these psds as a foundation for banner work.

assets/bg.banners_cornerlight.psd


300 x 250
640 x 250
160 x 600
728 x 90

This background works both for typographic executions as well as device executions.

assets/bg.banners_2lights.psd


300 x 250
640 x 250
160 x 600
728 x 90

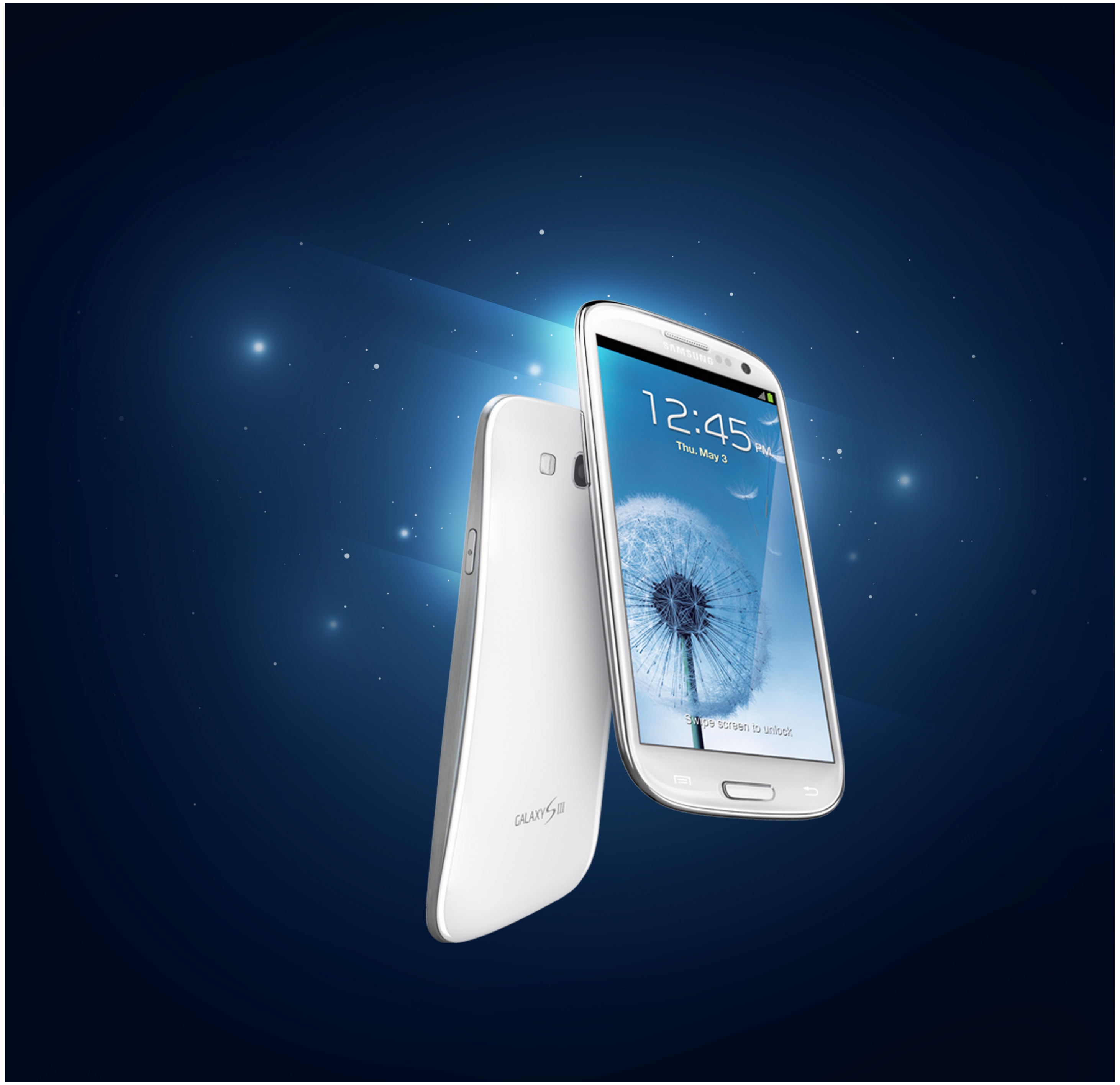
This background is designed for device focused executions.

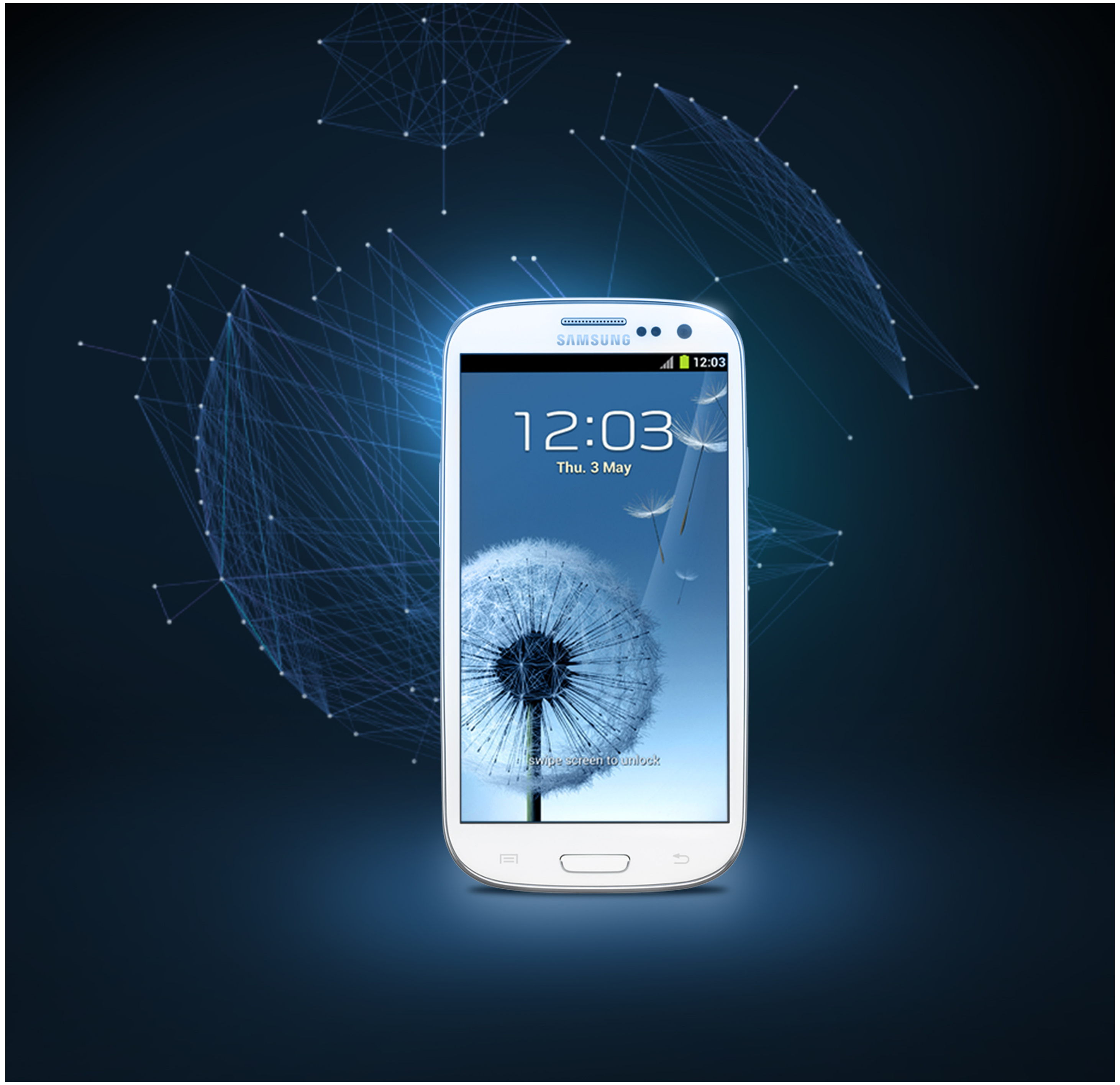
Special cases

12:45 PM
Thu. May 3
Swipe screen to unlock
SAMSUNG
GALAXY S III

SAMSUNG
12:03
12:03
Thu. 3 May
Swipe screen to unlock

Special cases

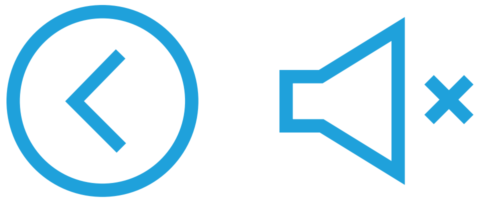

12:45 PM
Thu, May 3
Swipe screen to unlock
SAMSUNG
GALAXY S III


SAMSUNG
12:03
12:03
Thu. 3 May
Swipe screen to unlock

Iconography

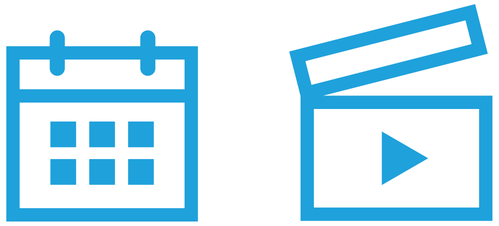
The iconography for Samsung has a three-stepped approach from functional to expressive. At the first stage, we are simple and straightforward, expressing the basic needs of a function. At the last stage, we inject a personality that allows the icons to have more style and originality.

Functional Icons



Covers the basic functions present in the phone — mute, left, right, back, forward, play, stop, etc. Created to serve as part of device/experience UX.

Feature Icons

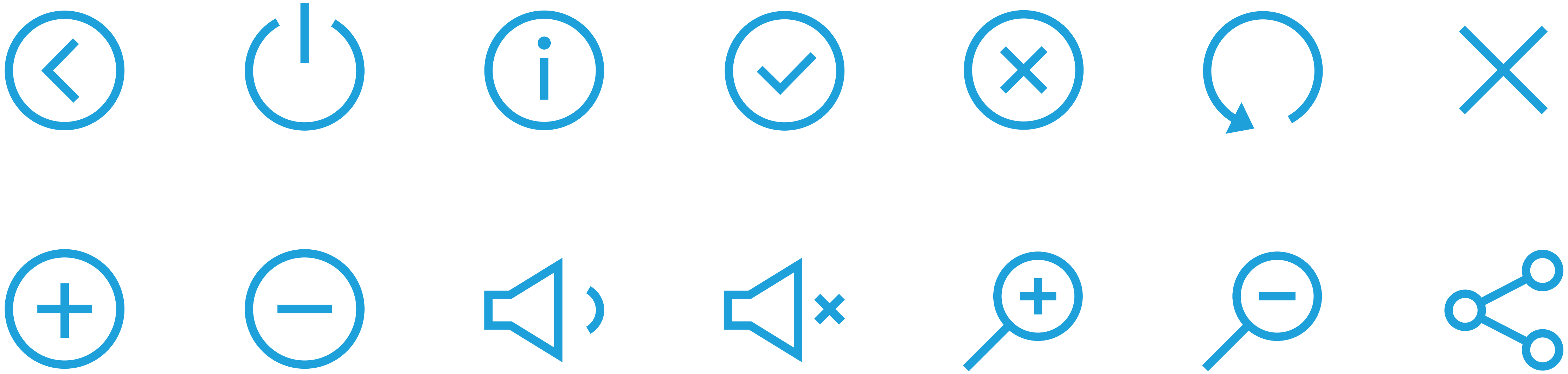


Covers the basic features present in the phone. — calendar, video player, photo gallery, memos, Social Hub, music, etc. Created for both UX and marketing use, where we need to quickly relay the offering.

Functional Icons

Covers the basic functions present in the phone — mute, left, right, back, forward, play, stop, etc. Created to serve as part of device/experience UX.

assets/Samsung_icons_function_WIP_v3v.ai



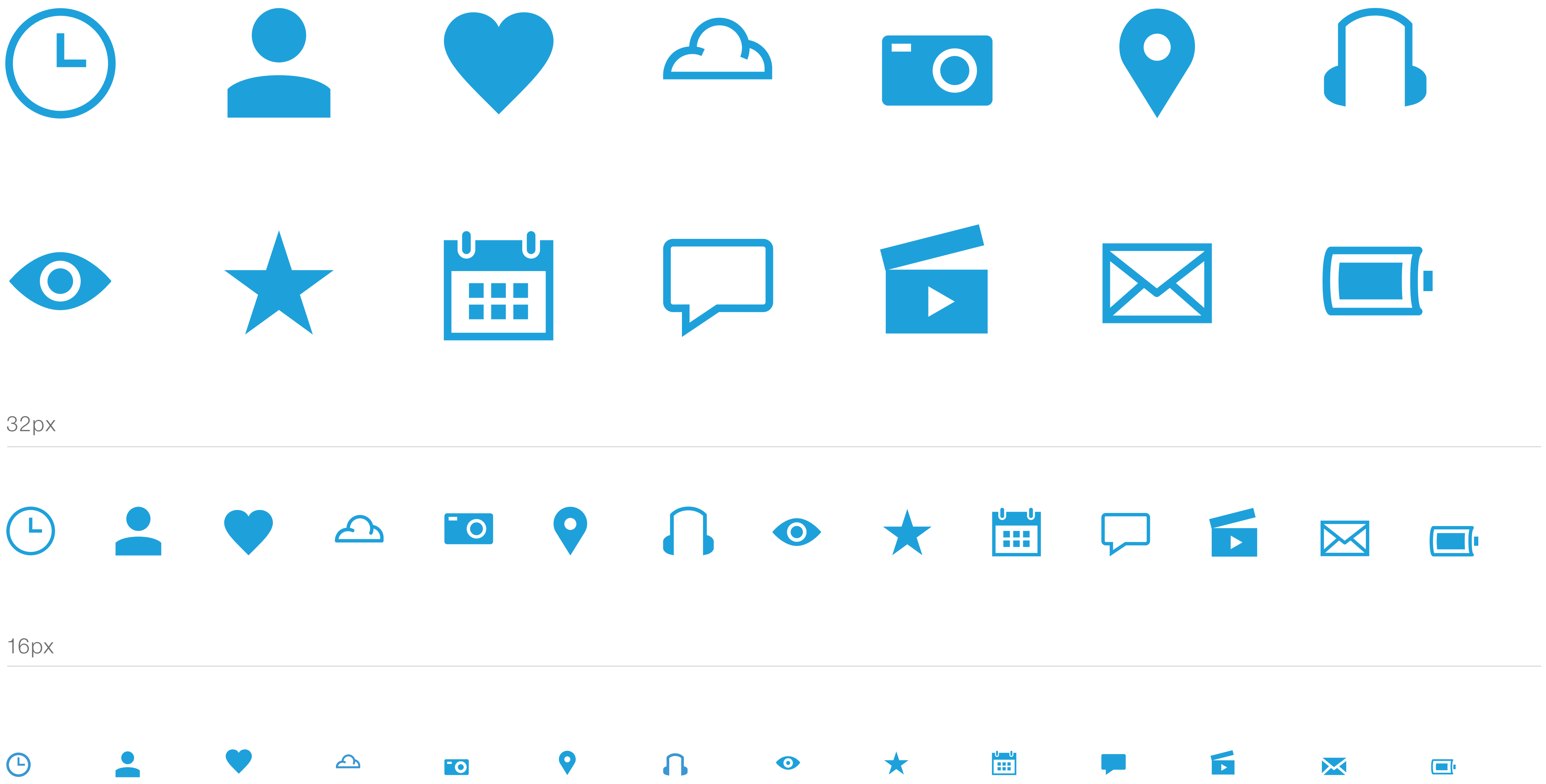
32px

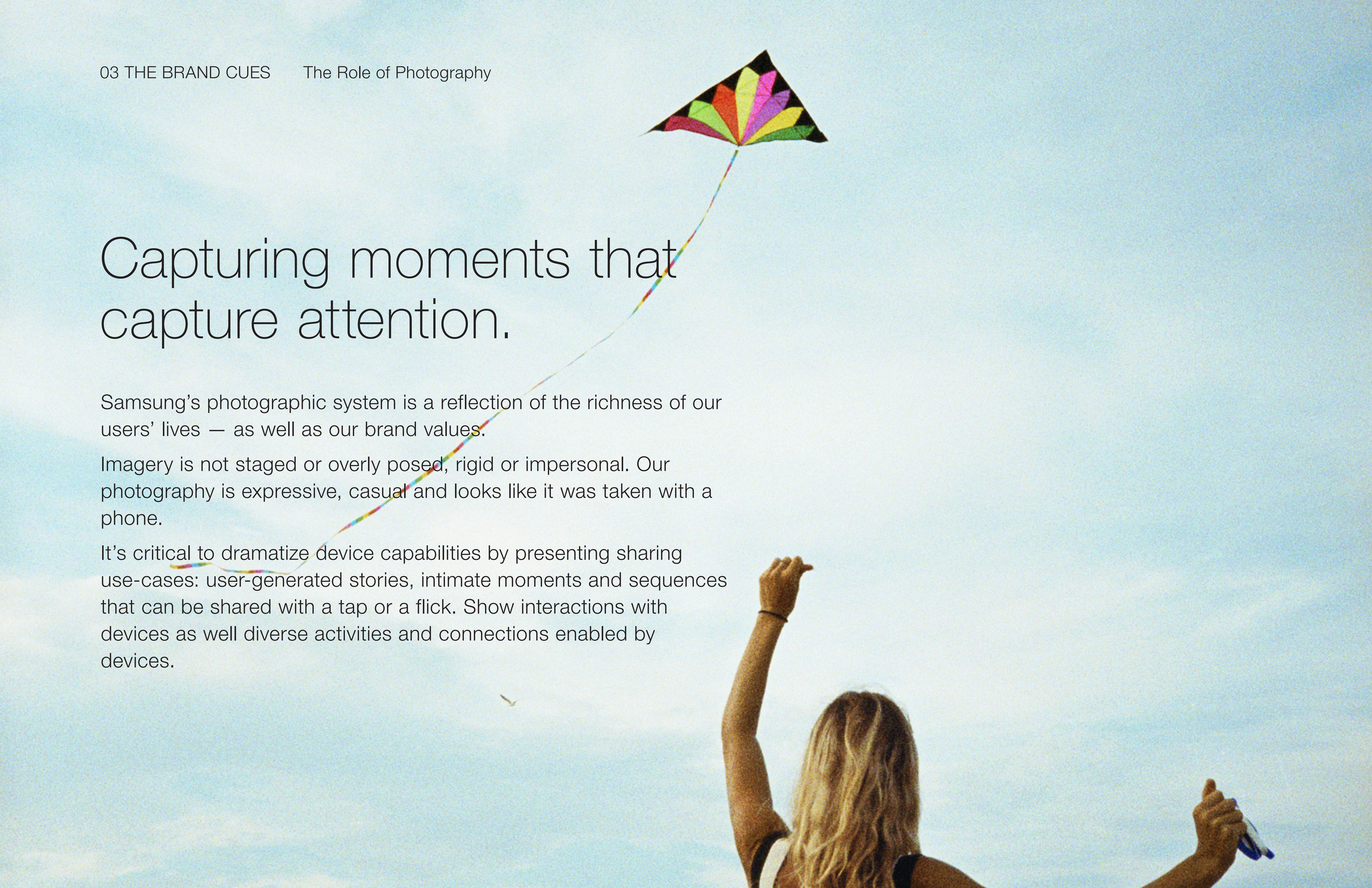
16px

Feature Icons

Covers the basic features present in the phone. — calendar, video player, photo gallery, memos, Social Hub, music, etc.
Created for both UX and marketing use, where we need to quickly relay the offering.

assets/Samsung_icons_feature.ai





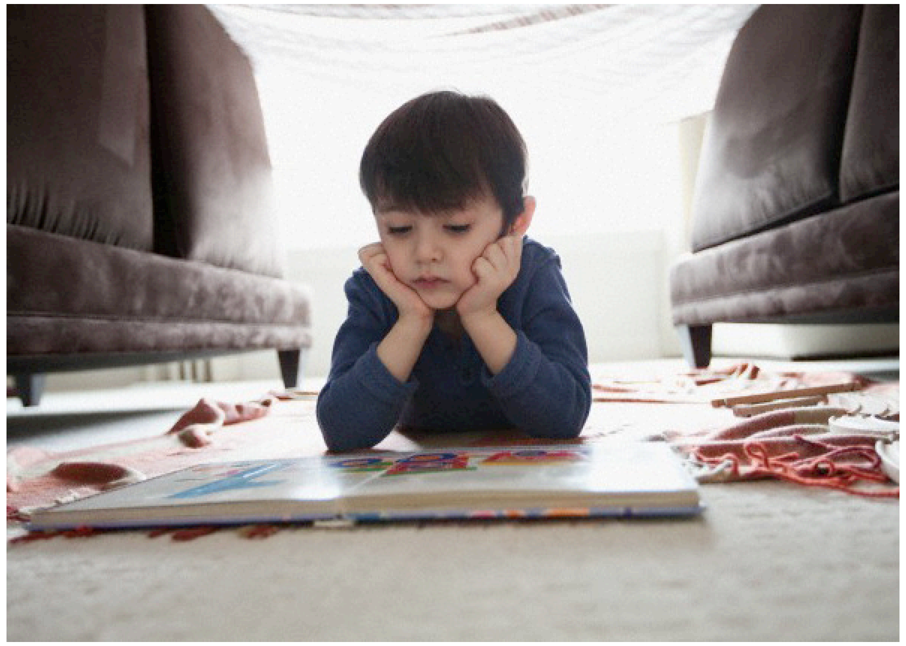
Capturing moments that capture attention.

Samsung’s photographic system is a reflection of the richness of our users’ lives — as well as our brand values.

Imagery is not staged or overly posed, rigid or impersonal. Our photography is expressive, casual and looks like it was taken with a phone.

It’s critical to dramatize device capabilities by presenting sharing use-cases: user-generated stories, intimate moments and sequences that can be shared with a tap or a flick. Show interactions with devices as well diverse activities and connections enabled by devices.

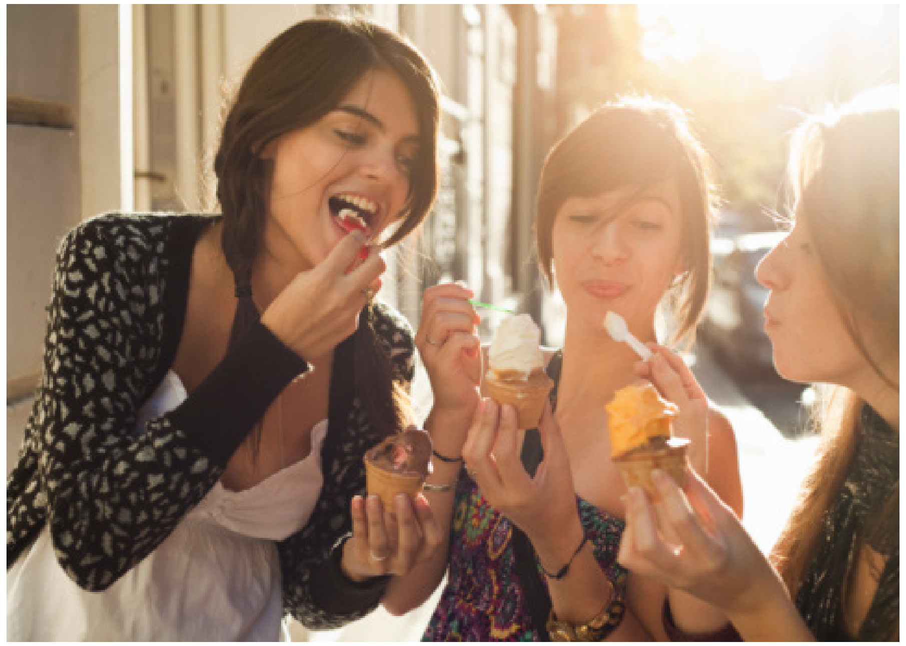
Moodstates



Morning

Morning is full of potential, thoughtful connection and quiet repose.

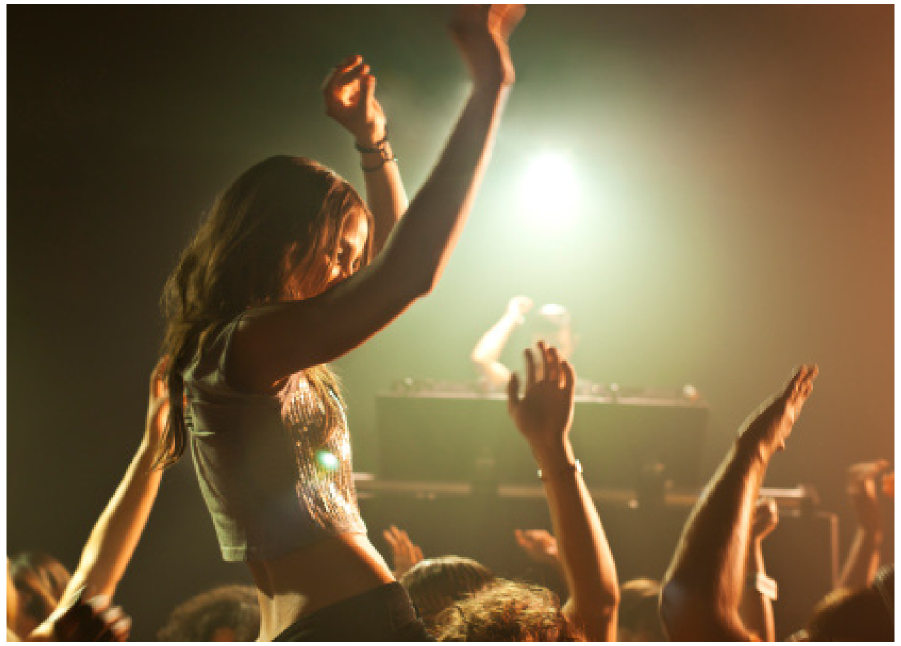
light: cool natural
color: neutral, but not flat
composition: depth of field



Afternoon

The warm embrace of the sun fuels moments of sharing as well as delightful scenes of whimsy and fun.

light: warm natural
color: dynamic in color
composition: active

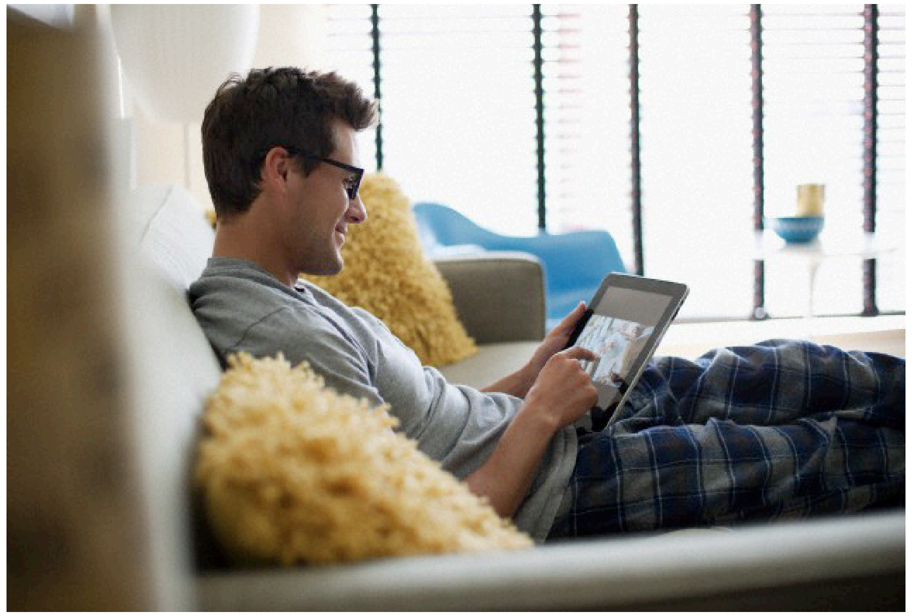


Evening

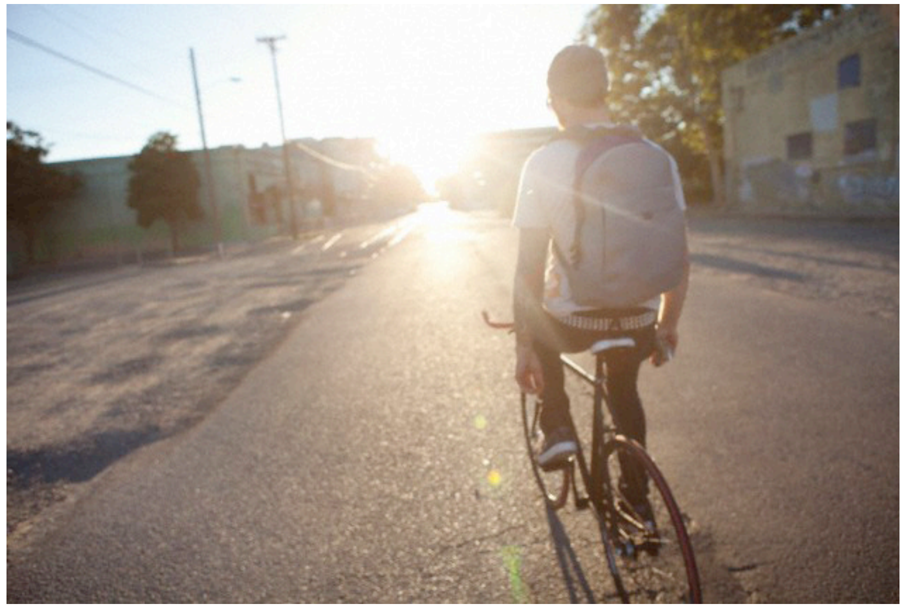
Into the mystery of the night, anything is possible; the cool electric hues propel you into discovery.

light: bright, artificial
color: vibrant and rich
composition: tight crops

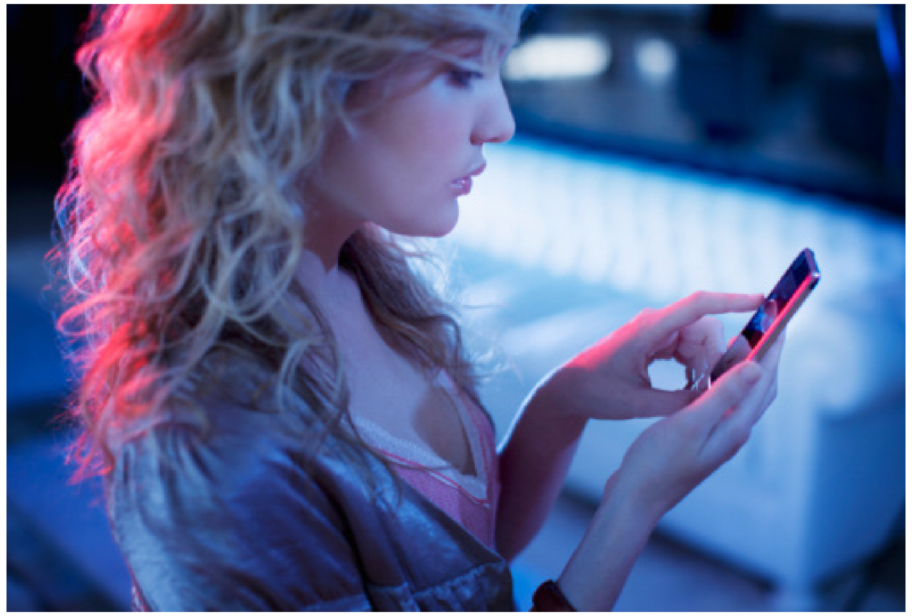
Morning



Afternoon

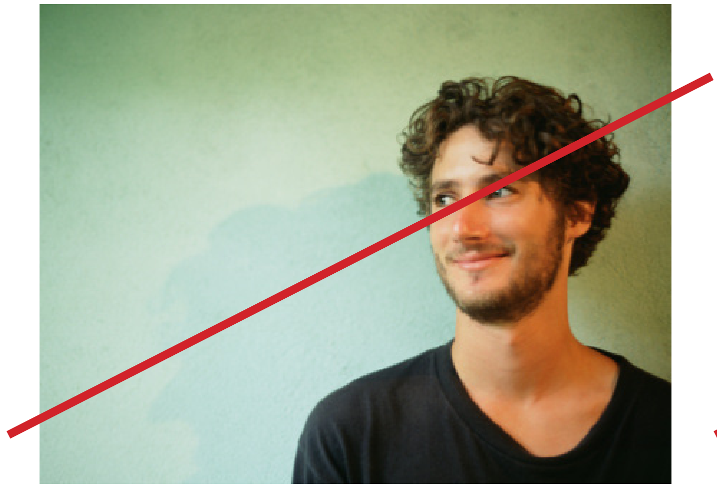


Evening

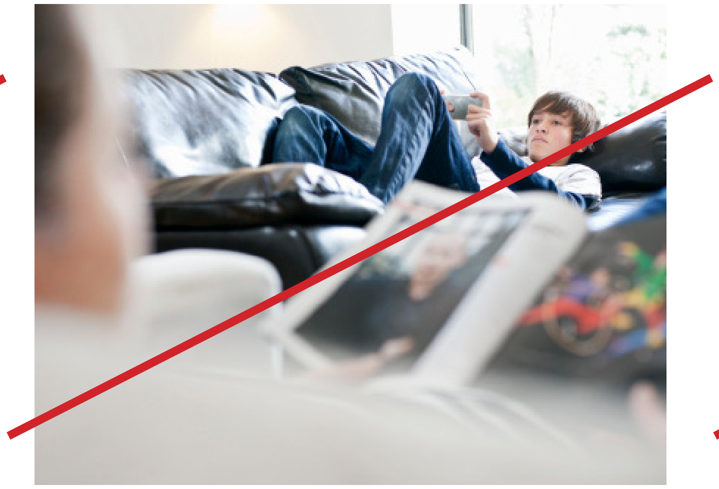


Don'ts

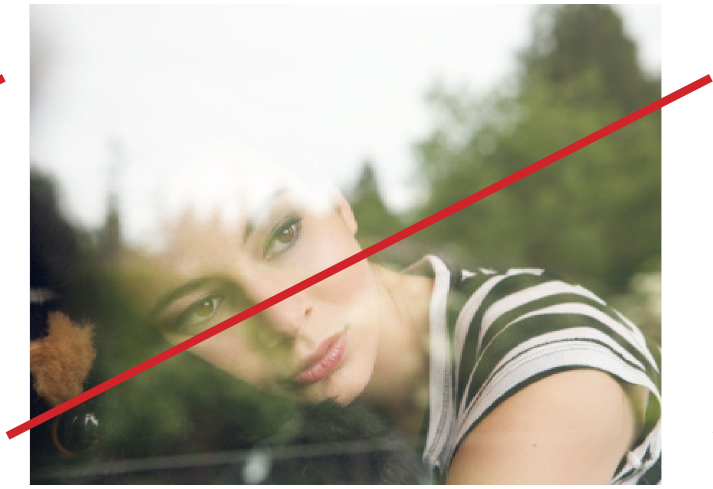
To keep our photography looking and feeling authentic, the following examples should illustrate types and styles of photography to avoid when selecting imagery.



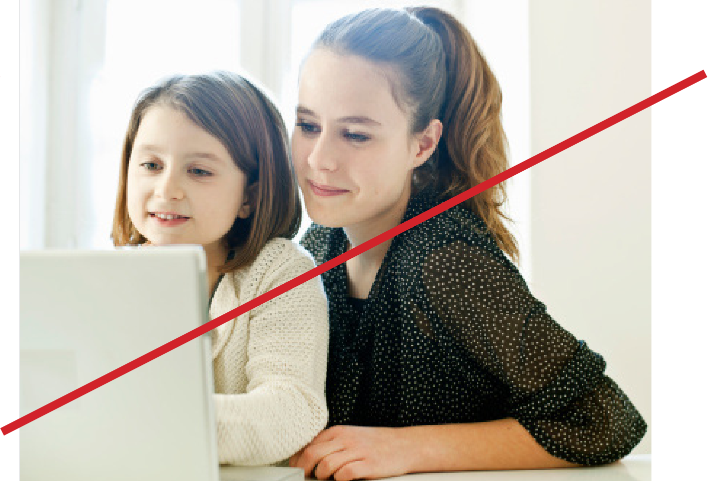
DO NOT use images that lack a sense of focus, story or purpose.



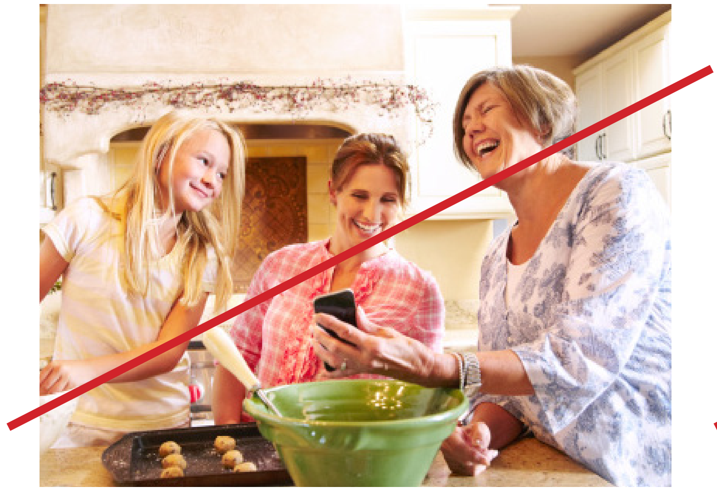
DO NOT use images that are overly busy in composition.



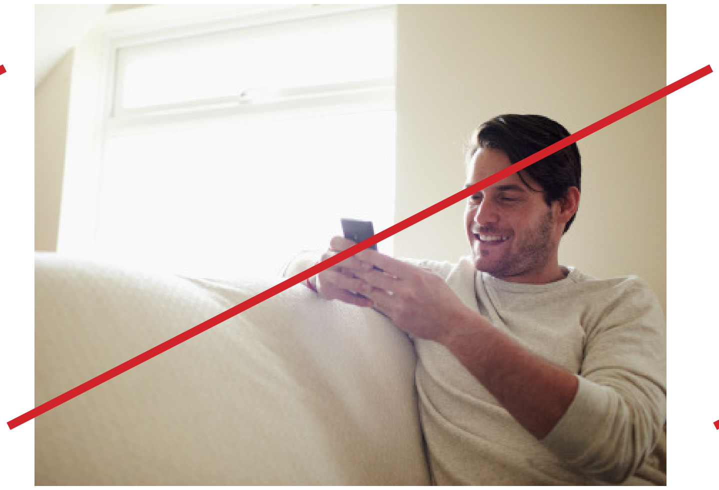
DO NOT use images of people that are dark or lack optimism.



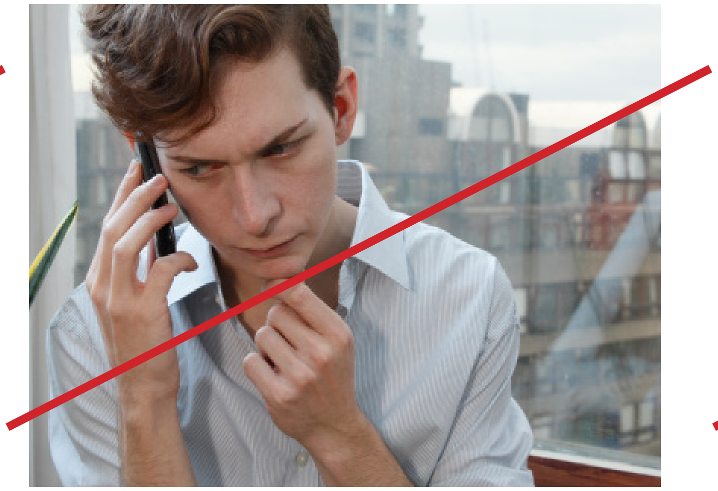
DO NOT use images that are flat in color.



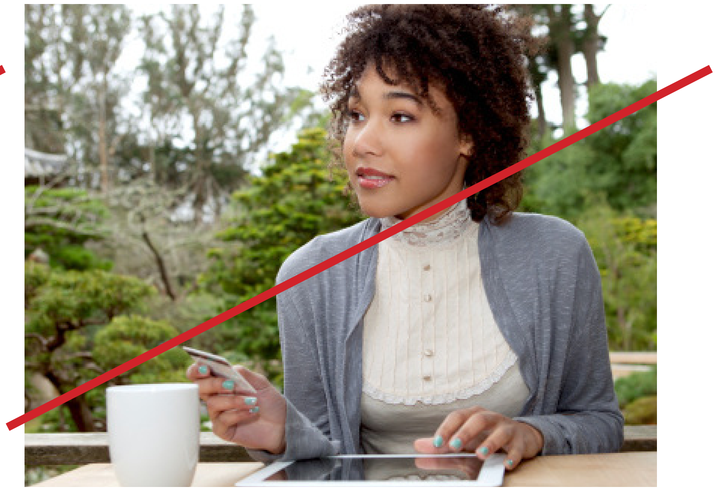
DO NOT use images of situations that do not feel genuine.



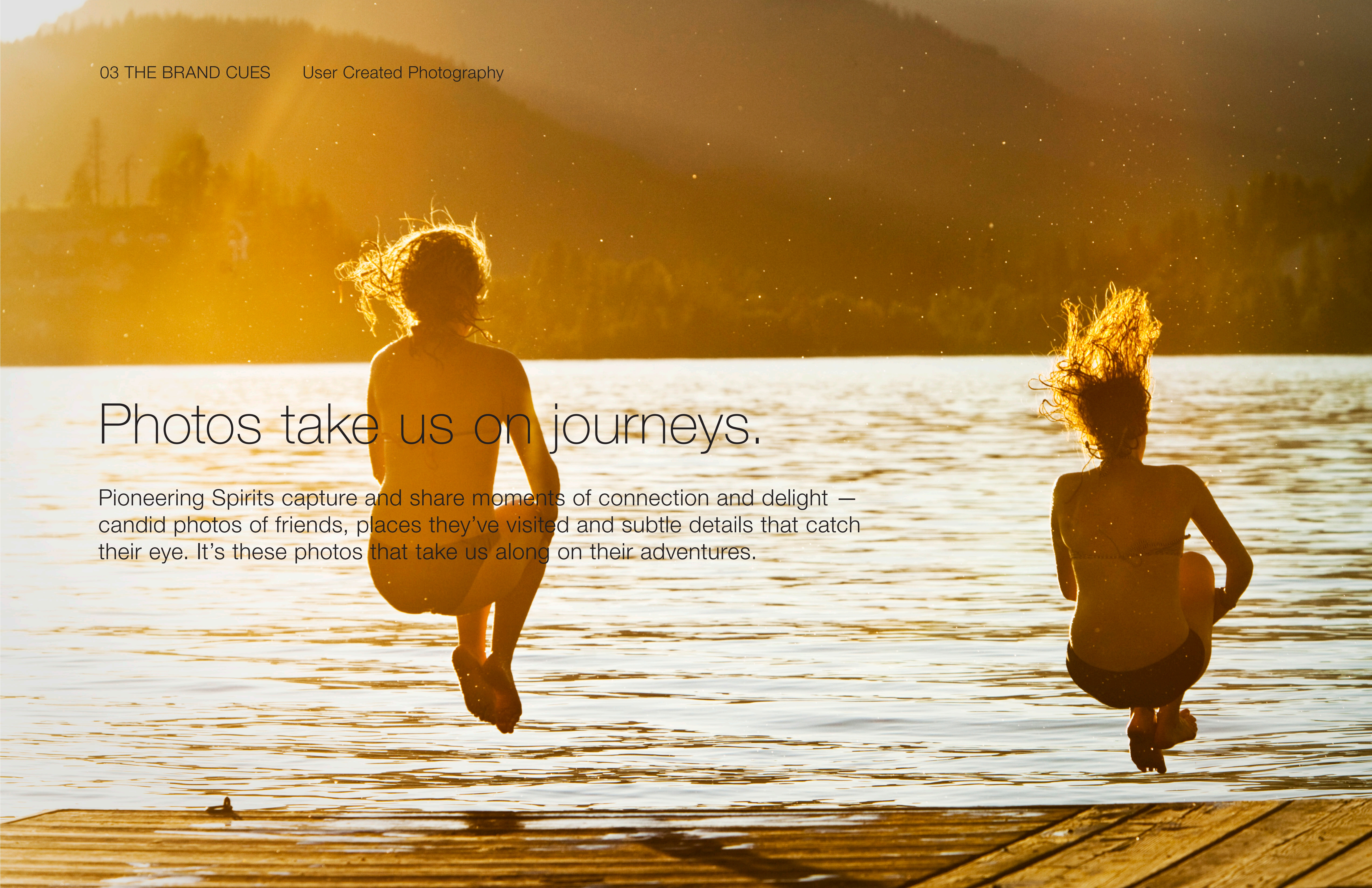
DO NOT use images that are posed, or people that appear to be models.



DO NOT use images that are overly dramatic or may have negative undertones.



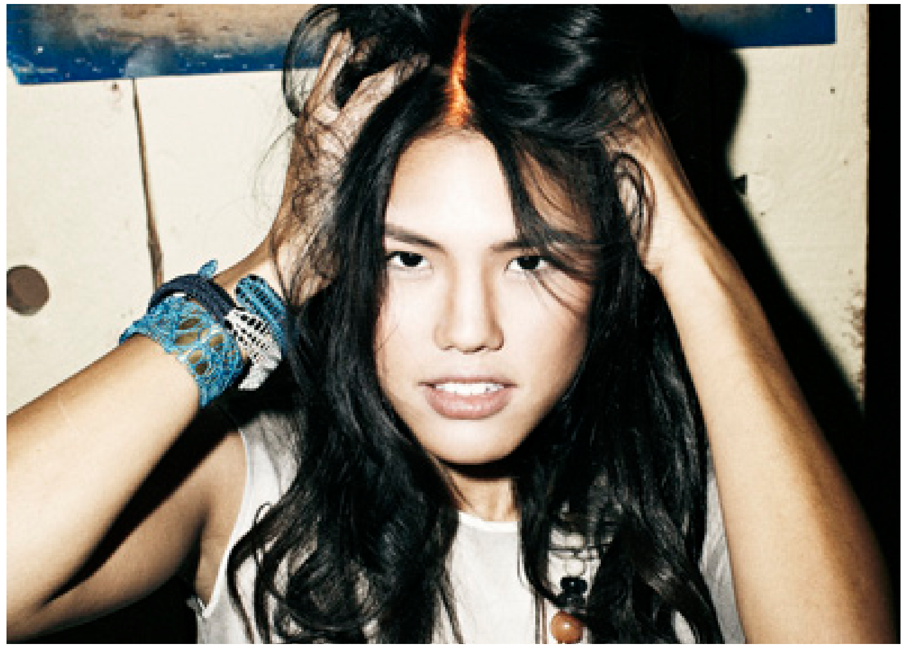
DO NOT use images of people that feel impersonal or staged.



Photos take us on journeys.

Pioneering Spirits capture and share moments of connection and delight — candid photos of friends, places they've visited and subtle details that catch their eye. It's these photos that take us along on their adventures.

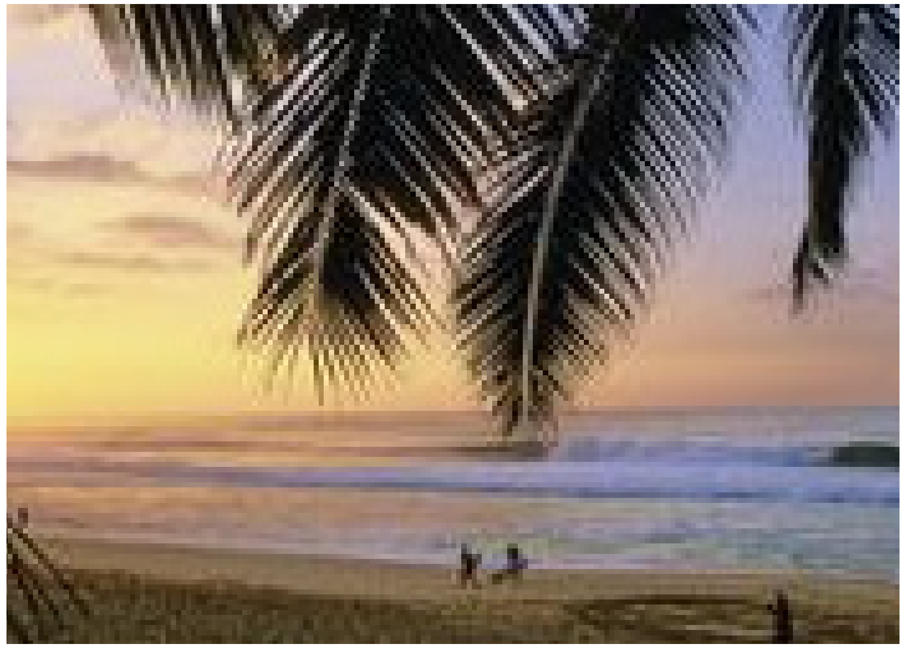
Device photography



People

Is it spontaneous?

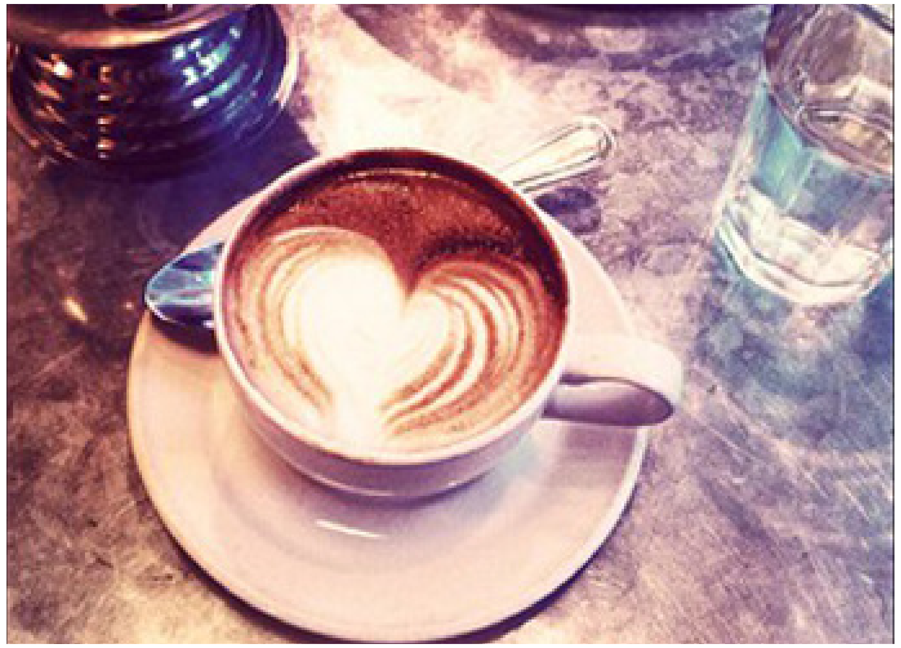
Look for instances that feel genuine and are something people would like to remember later. If you can't imagine taking and sharing a particular photo, others probably won't either.



Places

Does it capture a moment?

Location photos should be more than a beautiful scene. Select imagery that conveys a perfectly timed getaway, a personal achievement or another life event people would typically commemorate.

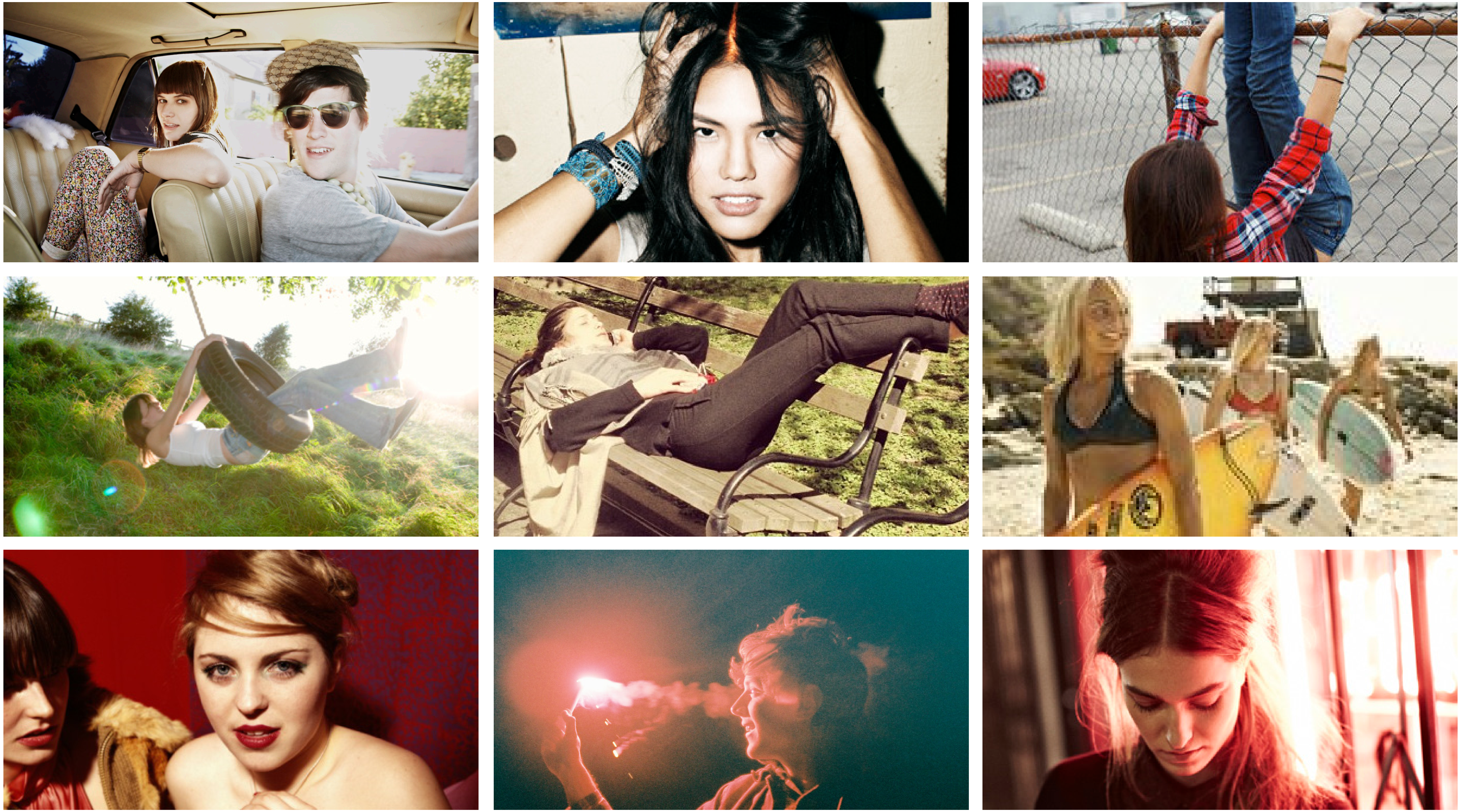


Objects

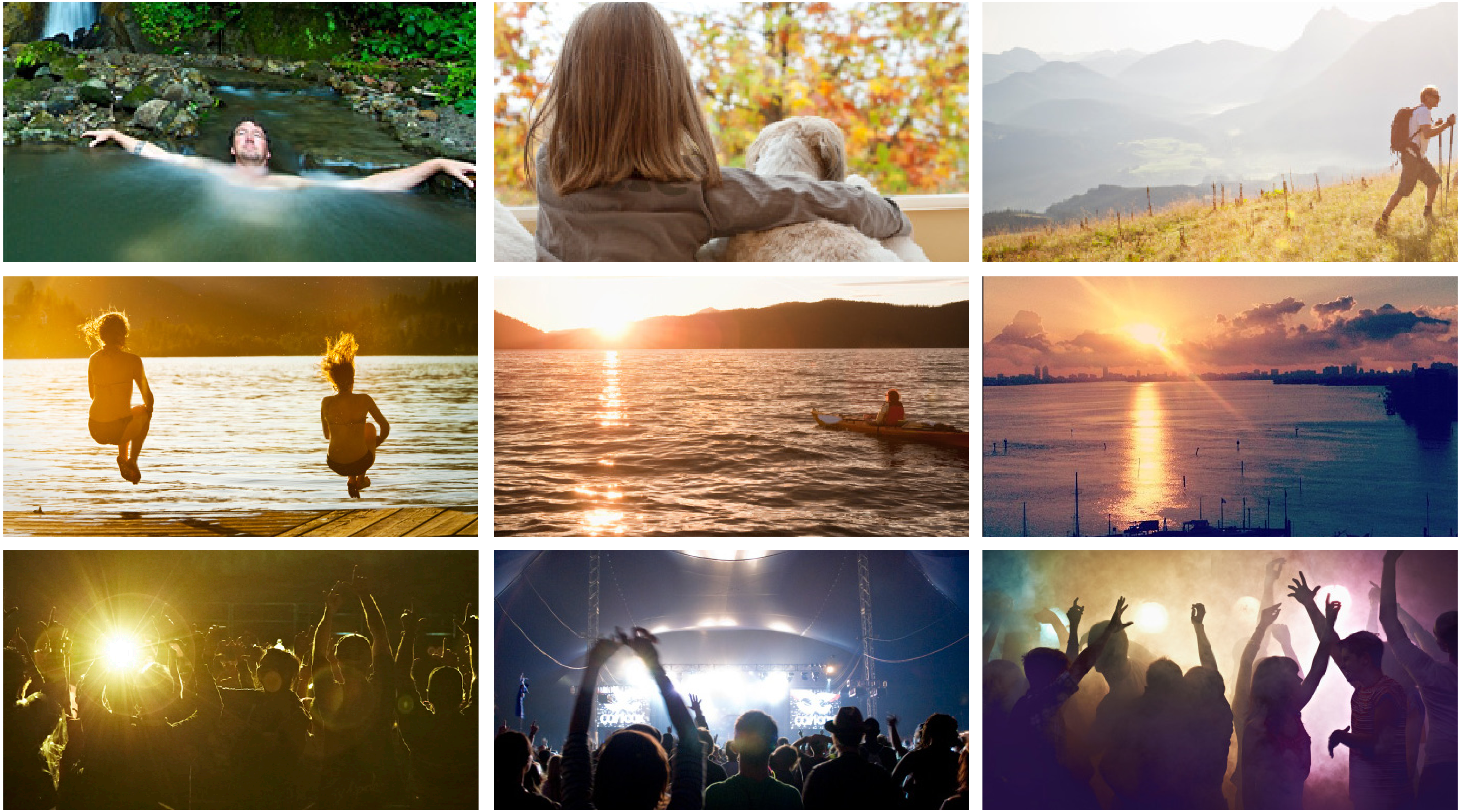
Does it tell a story?

Take an editorial P.O.V. Choose inanimate objects that come alive with meaning. Before you pick something visually interesting, ask yourself what makes it that way.

People



Places



Objects

Stories

Stories are constructed out of our library of people, places and objects. Here’s a sequence of imagery that captures the essence of a trip and the memories shared there.

Biding time on low tide

<3 jenya @ tiesto

04 THE VOICE

What We Sound Like

Inspiring. Energetic. Approachable.

We’re about boundless possibilities, with all the excitement and enthusiasm that entails. While we want to amaze people with our achievements, we don’t want to boast. So aim for confident instead of conceited. Keep the copy conversational and avoid cold, technical language.

Let nothing hold you back.

Connect the tech

To truly compel consumers, help them understand the value our devices offer. This starts with opting for benefits over specs, clearly connecting our phones to their needs.

Be empathetic

Don’t talk at the consumer. Instead, talk to them. Begin by working in personal pronouns like ‘you’ and ‘yours.’ That way you’ll be speaking about them as you speak about us.

Position uniquely

To differentiate us from other brands, highlight our emphasis on areas like sharing. It’s one of the many ways we’ve improved how people communicate. Let’s make sure people know that.

Tell memorable stories

Answer the consumer’s “what have you done for me lately?” before they even ask. Be clear, genuine and upbeat.

Tell compelling stories, the Samsung way.

Headlines While these should be direct, that doesn't mean boring. Aim for intriguing by promising something beneficial.	Epic times deserve epic sharing.	It waits to sleep until you're asleep.	We've ensured something good is always on.
Subheads Here we want to pay off our headlines with copy that does some heavy lifting, clearly communicating the advantages.	Send photos to all your friends. All at once.	Introducing a screen that stays bright for as long as you look at it.	Send videos from your phone to your TV. Instantly.
Body copy Lastly, let's cover all the details. Keep in mind, informational copy can still be engaging.	Thanks to Buddy Photo Share, the Galaxy S III recognizes your friends' faces, so it can share photos with them right away. And with Share Shot, you can send photos to everyone so they have souvenirs of the night.	Now your eyes can control the display. That's because the front-facing camera recognizes their position, determines how you're using your phone and accordingly provides a bright display.	Beam the videos you're playing onto the nearest screen while your Galaxy S III doubles as the remote.

Turn features into benefits.

Intelligence

	Smart Stay	Direct Call	TecTiles	Smart Alert	S Voice^{TM}
In brief	Smart Stay lets your eyes decide when your phone sleeps.	Direct Call quickly takes you from texting to talking.	TecTiles are shortcuts you can stick anywhere.	Smart Alert keeps you from missing messages.	S Voice allows you to tell your phone what to do.
In detail	Your screen will never go dark in the middle of an article or e-book. That's because the Galaxy S III's Smart Stay ensures the display remains lit as long as you're looking at it.	Don't feel like typing an entire conversation? Just raise your Galaxy S III to your ear. With Direct Call, that's all it takes to auto dial the person you've been texting.	TecTiles are smart stickers you can easily program to set a reoccurring alarm, switch to vibrate or text that you're on your way home. To trigger an action, just touch your Galaxy S III to the right TecTile.	The Galaxy S III can tell when you've stepped away. It also knows when you've returned, using Smart Alert to give a gentle nudge when you've missed calls or messages.	With S Voice, your Galaxy S III can listen and respond to your commands. Ask it to wake up, take a photo or even play a song.

More unique → Less unique

Turn features into benefits.

Performance & Design

	Pop-Up Play	Best Photo	4.8” HD Super AMOLED™ Display	Ergonomic Design	8MP Camera
In brief	Pop-Up Play lets you multi-task as you watch.	Best Photo makes every picture perfect.	Super AMOLED means super sharp.	A phone that fits your life. And your hand.	A better camera makes for better photos.
In detail	Pop-Up Play lets you do the seemingly impossible — watch video while you’re doing other things. Need to send a text, check an email or surf the web while a video plays? It’s no problem with the Galaxy S III.	The Galaxy S III lets you shoot like a pro. That’s because Best Photo rapidly snaps eight pics and automatically chooses the top shot.	The Galaxy S III has the screen you’ve always wanted. Highly portable at 4.8”, the Super AMOLED display shows off everything in beautiful HD.	The Galaxy S III isn’t just distinguished by what it does. Its striking looks and curvy ergonomic design also set it apart. Available in Pebble Blue or Marble White.	Tired of blurry photos? The Galaxy S III’s 8MP camera offers zero shutter lag, ensuring moving objects are always captured clearly.

More unique → Less unique

Format consistently

With so many agencies touching so many projects, a few simple rules can help everyone ensure our communications are aligned. When in doubt, refer to the Associate Press Stylebook.

Sentence Casing

When writing headlines, avoid title case and other styles of capitalization in favor of capitalizing only the first word in a sentence (proper nouns excluded).

The next big thing is here.

Introducing the Samsung Galaxy S III.

Punctuation

Be sure to add periods to the end of all headlines and subheads.

Tell your phone what to do.

Instant sharing keeps you connected.

Date and time

We want to avoid inconsistencies and hyper abbreviation. Please follow this formatting:

June 9th NOT June 9

10 p.m. EST NOT 10p E

Legal marks

In instances where legal marks are required, place them in the first appearance only (headline and body copy).

The S Voice™ feature enables the Galaxy S III to actually listen and respond to your words. Use S Voice to tell your phone to wake up, snooze, take a photo, answer a call, send a text message or play a favorite song.

Terminology

We prefer the use of certain words and phrases. Please ensure you use the following:

Keyboard NOT Keypad

Phone NOT Mobile Device

Wi-Fi NOT WiFi

Smartphone NOT Smart Phone

What to reference (and how).

Proper Product Names

- Galaxy Nexus™
- Samsung Galaxy Note™
- Samsung Galaxy S® II
- Samsung Galaxy S® III

Proprietary Feature Names

Universal

- Android™
- Super AMOLED™
- Bluetooth®
- S Voice™
- ChatON
- Media Hub
- Social Hub
- Photo Editor
- Voice Talk

Galaxy Nexus

- Face Unlock
- Android Beam

Samsung Galaxy Note

- S Pen™

Samsung Galaxy S II

- TouchWiz®

Samsung Galaxy S III

- S Beam
- Buddy Photo Share
- AllShare Play
- AllShare Cast
- Best Photo
- Direct Call
- Smart Alert

Other

Google

- Android™
- Android™ Market
- Google Mobile™ Services
- Google Play™
- Google Talk™
- Google Maps™

Swype

- Swype™

Adobe

- Adobe® Flash®

05

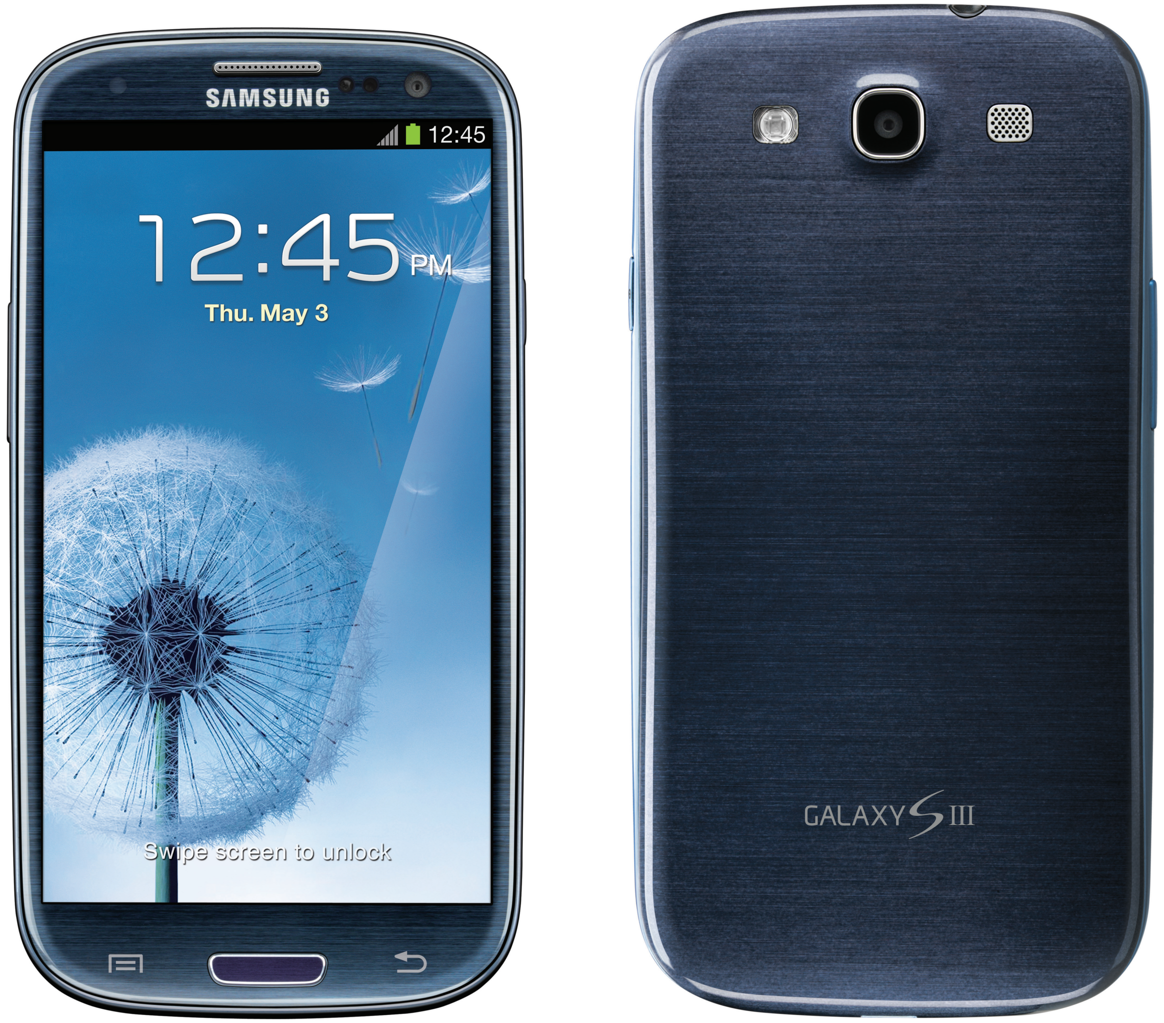
PRODUCT PRESENTATION

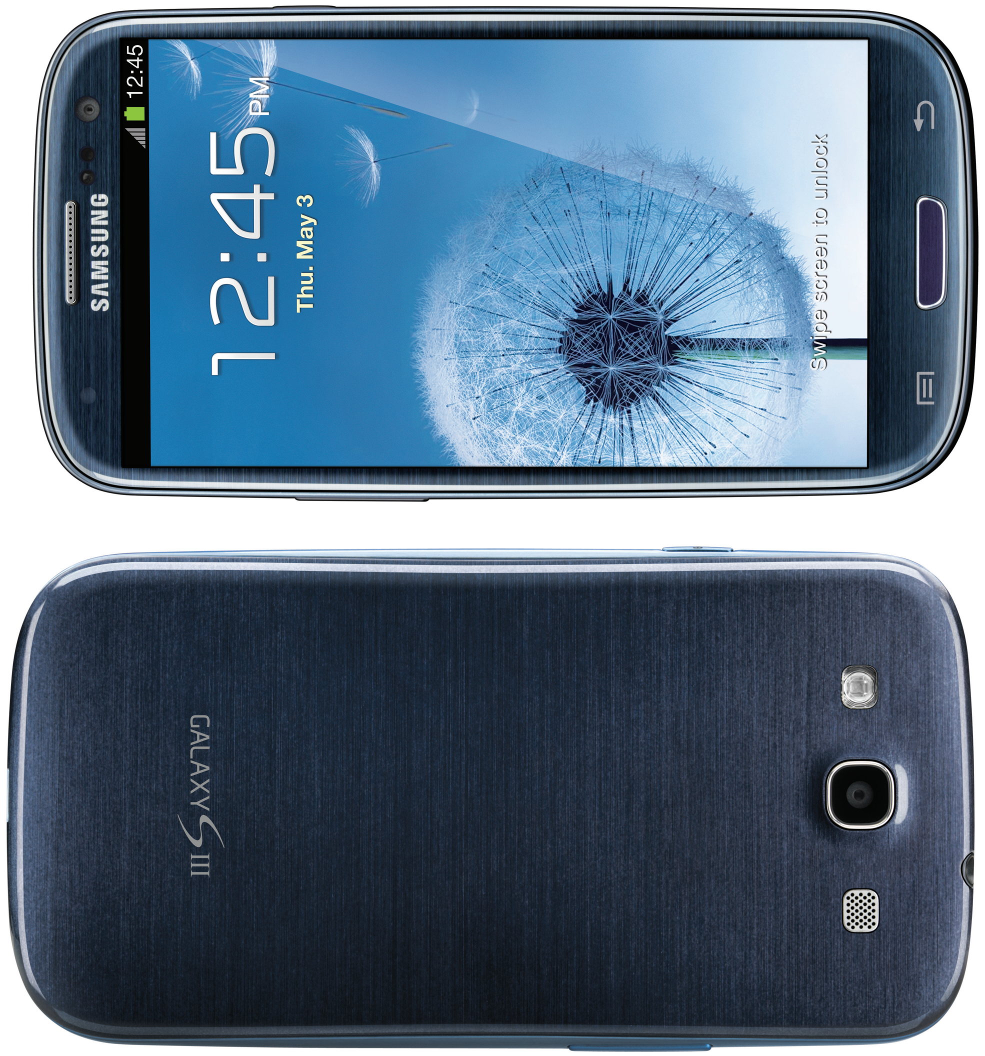
How We Portray Our Products

Create an object of desire.

Pioneering Spirits are focused on pursuing their passions, and our products are chief among them. That’s why we ask for Samsung devices to be portrayed in a clean, simple manner, one that borrows from how luxury goods are presented.

Straight

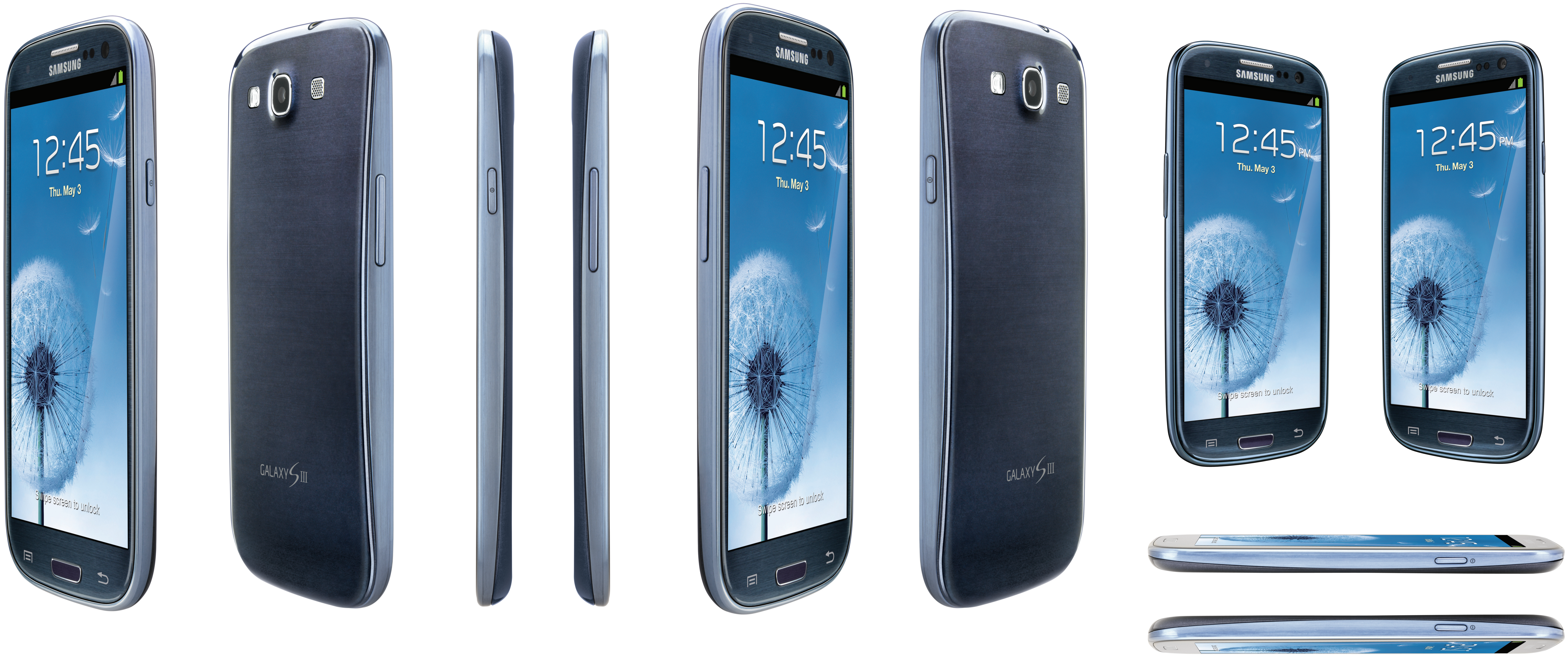

SAMSUNG
12:45
12:45 PM
Thu. May 3
Swipe screen to unlock
GALAXY S III


SAMSUNG
12:45
12:45 PM
Thu. May 3
Swipe screen to unlock
GALAXY S III

Vertical
A clean presentation of the device is important. When shown in a front-facing manner, the Samsung smartphone should be presented in a bold, dynamic manner.

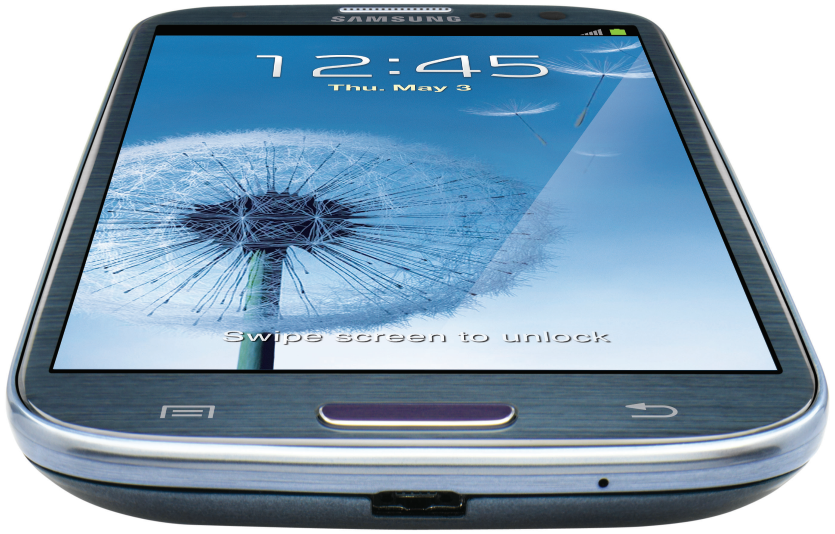
Landscape
When shown in landscape mode, the background screen should rotate and all images should be shown in a landscape manner.

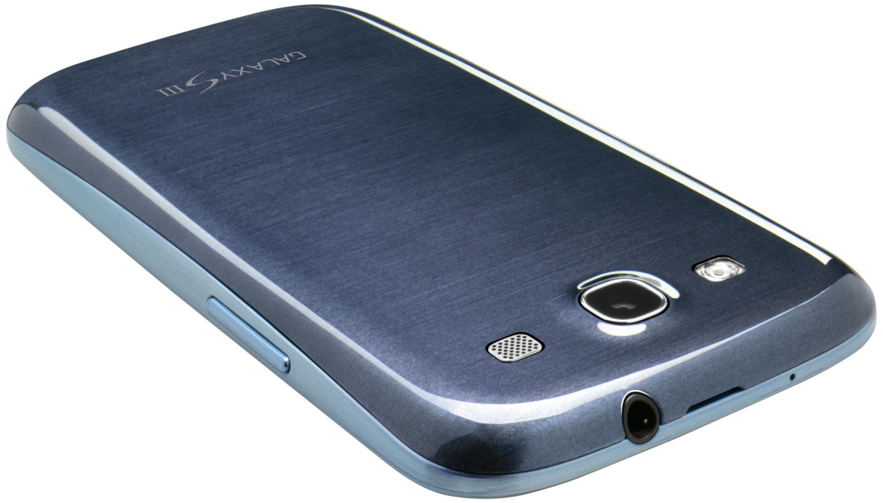
Angles

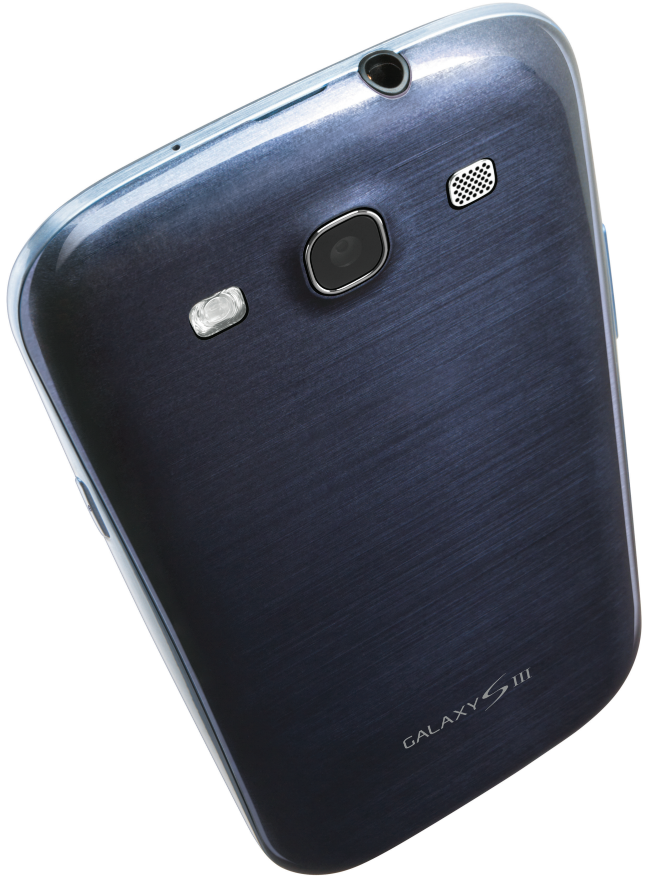

SAMSUNG
12:45
PM
Thu. May 3
Swipe screen to unlock
GALAXY S III

When showing a device at an angle, it can't be so severe that design details are obscured. Angled devices must face into the copy.

Casual poses


SAMSUNG
12:45
Thu. May 3
Swipe screen to unlock

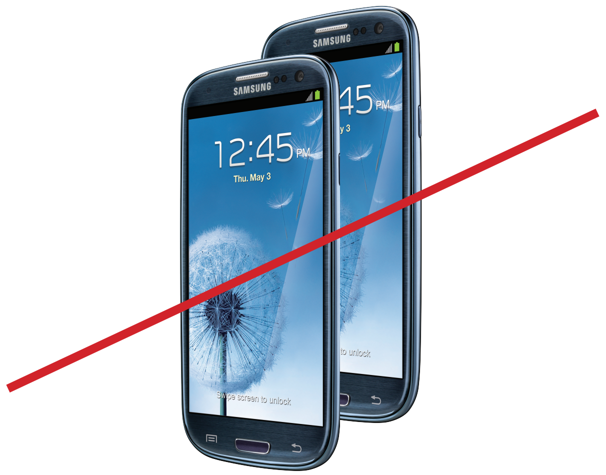

GALAXY S III


GALAXY S III

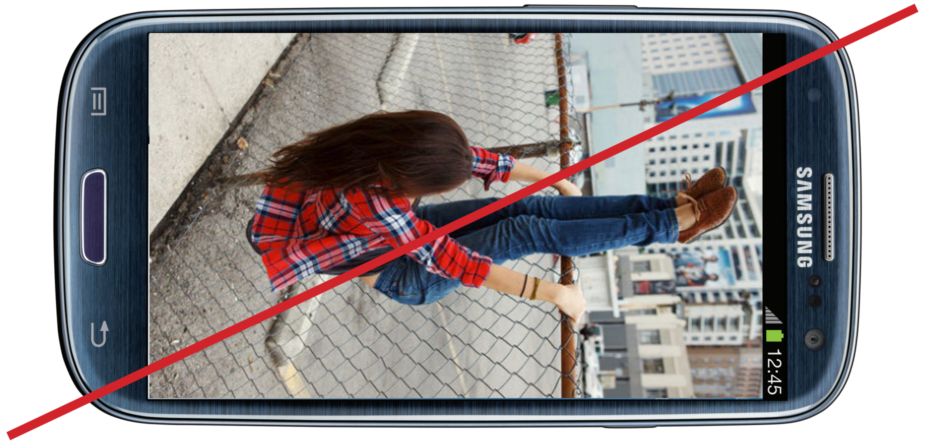
Lay downs are only recommended when on-screen content isn’t a focal point.

This pose should be used sparingly; mostly for camera-related stories.

Don’ts

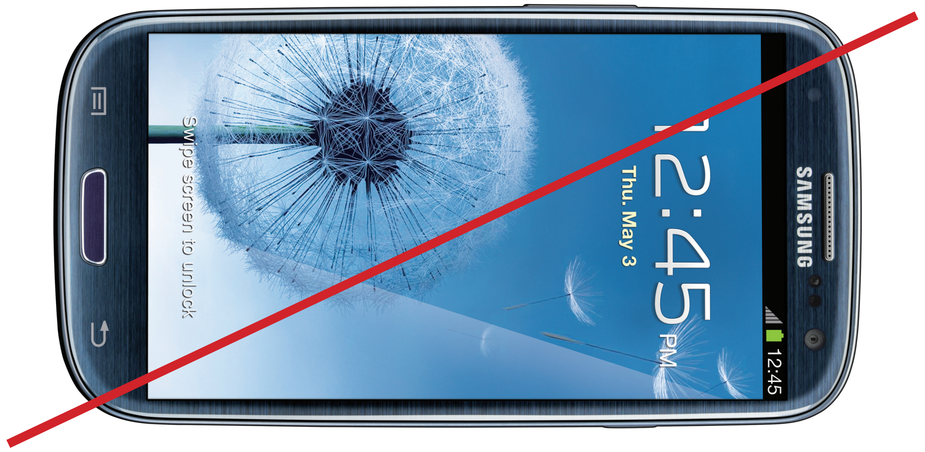

SAMSUNG
12:45 PM
Thu. May 3

DO NOT obscure devices.

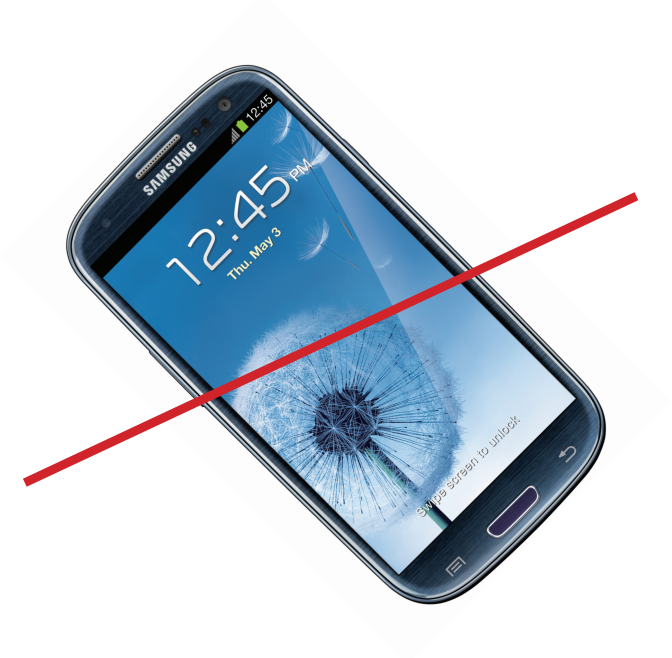

SAMSUNG
12:45

DO NOT show any device in landscape mode without showing the background in a corresponding landscape view.

SAMSUNG
12:45 PM
Thu. May 3
Swipe screen to unlock


SAMSUNG
12:45 PM
Thu. May 3
Swipe screen to unlock
12:45

DO NOT show any device in landscape mode with the home screen or hero screen.

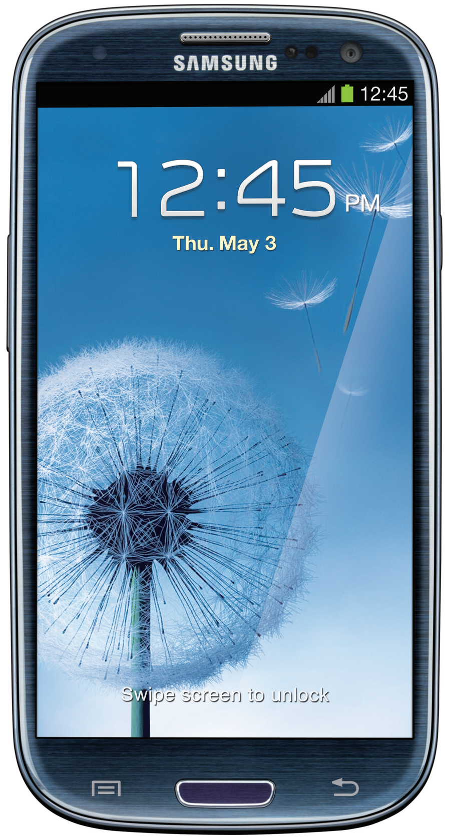

SAMSUNG
12:45 PM
Thu. May 3
Swipe screen to unlock

DO NOT show any advice at an unflattering angle.

Display screens

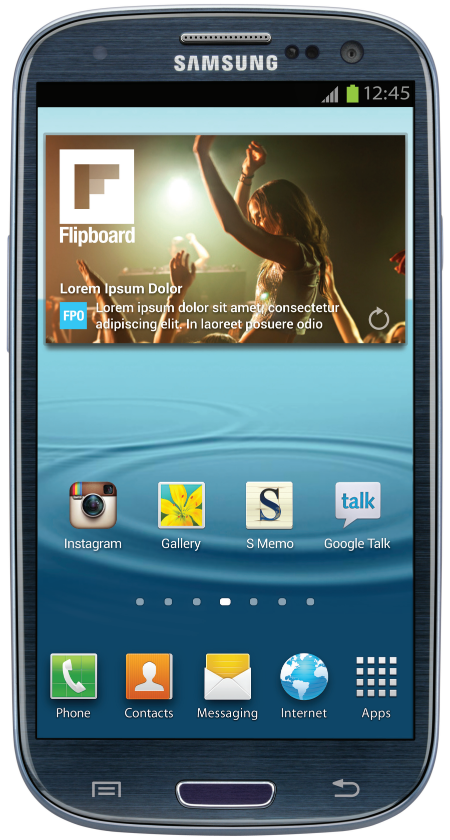
Always stay true to the actual product and do not enhance, alter, or otherwise represent the device and/or interface in any way different from the actual product. Copy or design elements should never obstruct the key features of the interface. Screen should be captured from the phone using the built-in capture software.

Hero screen


SAMSUNG
12:45
12:45 PM
Thu. May 3
Swipe screen to unlock

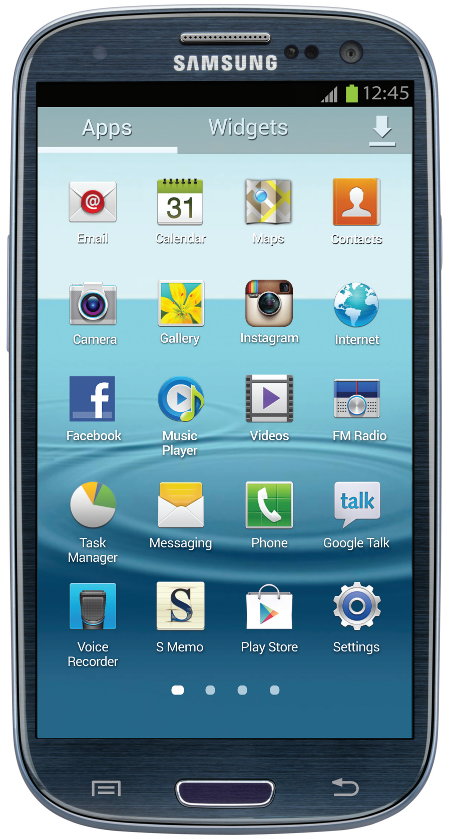
Always use a simple image for wallpapers. This dandelion image is preferred for the Galaxy S III.

Home screen


SAMSUNG
12:45
Flipboard
Lorem Ipsum Dolor
FPO
Lorem ipsum dolor sit amet, consectetur adipiscing elit. In laoreet posuere odio
Instagram
Gallery
S Memo
Google Talk
Phone
Contacts
Messaging
Internet
Apps

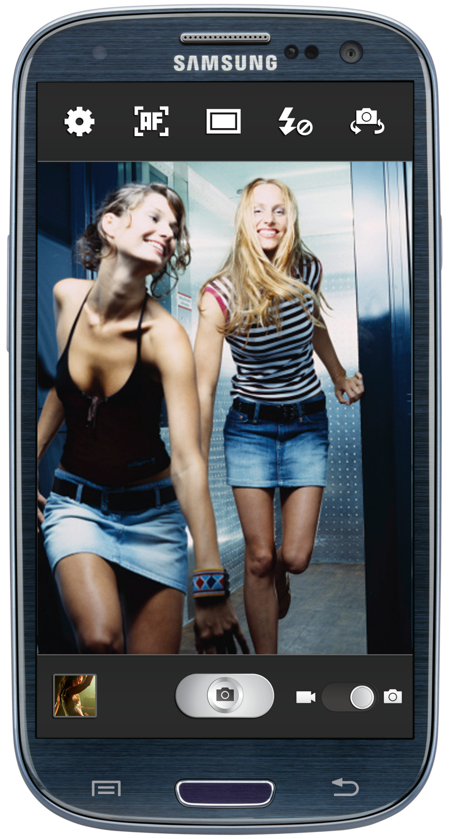
Create one that is free of clutter — just a few app thumbnails against a background image that won't compete.

App screen


SAMSUNG
12:45
Apps
Widgets
Email
Calendar
Maps
Contacts
Camera
Gallery
Instagram
Internet
Facebook
Music Player
Videos
FM Radio
Task Manager
Messaging
Phone
Google Talk
Voice Recorder
S Memo
Play Store
Settings

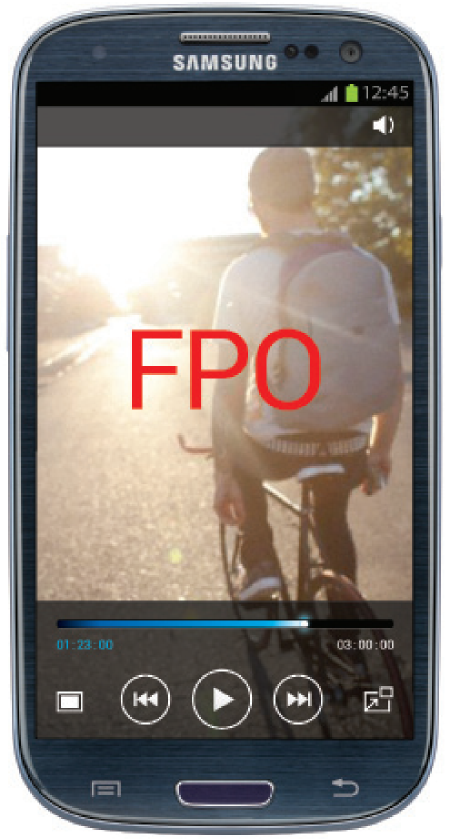
Build a grid that features the apps people use most often, being mindful to promote popular "new to Android" apps like Instagram or Flipboard.

Camera app screen



Ensure the editing tools (top) and shutter button (bottom) always appear when photography is being taken.

Sharing screen(s)*


SAMSUNG
12:45
FPO
01:23:00
03:00:00

Show content being shared via popular social networks like Facebook and Twitter, as well as proprietary solutions like S Beam and Social Hub.

*Remember all "user taken" photos must be of a candid nature.
Refer to The Role of Photography for guidance.

Samsung Galaxy S III Screen Recommendations

General	Lock Screen	Home Screen	Email	Web Browser	
Photography	8MP Camera	AllShare Cast	Share Shot	Best Photo	
Productivity	S Beam	S Voice$^{\text{TM}}$	TecTiles	Pop-Up Play	Motion Gestures
Entertainment	Video Player	MediaHub	AllShare Play		
Social	Facebook	Social Hub	AllShare Play	AllShare Cast	Share Shot

Less unique → More unique

Samsung Galaxy S II Screen Recommendations

General	Lock Screen	Home Screen	Email	Web Browser
Photography	8MP Camera			
Productivity	Android Beam	ChatON	S Voice™	
Entertainment	Video Player	MediaHub	AMOLED Display	AllShare
Social	Facebook	ChatON	Social Hub	AllShare

Less unique → More unique

Samsung Galaxy Note Screen Recommendations

General	Lock Screen	Home Screen	Email	Web Browser	
Photography	8MP Camera	Photo Editor	S Pen™		
Productivity	S Planner	ChatON	S Memo	My Story	S Pen™
Entertainment	Video Player	MediaHub	AMOLED Display	S Pen™	
Social	Facebook	ChatON	Social Hub		

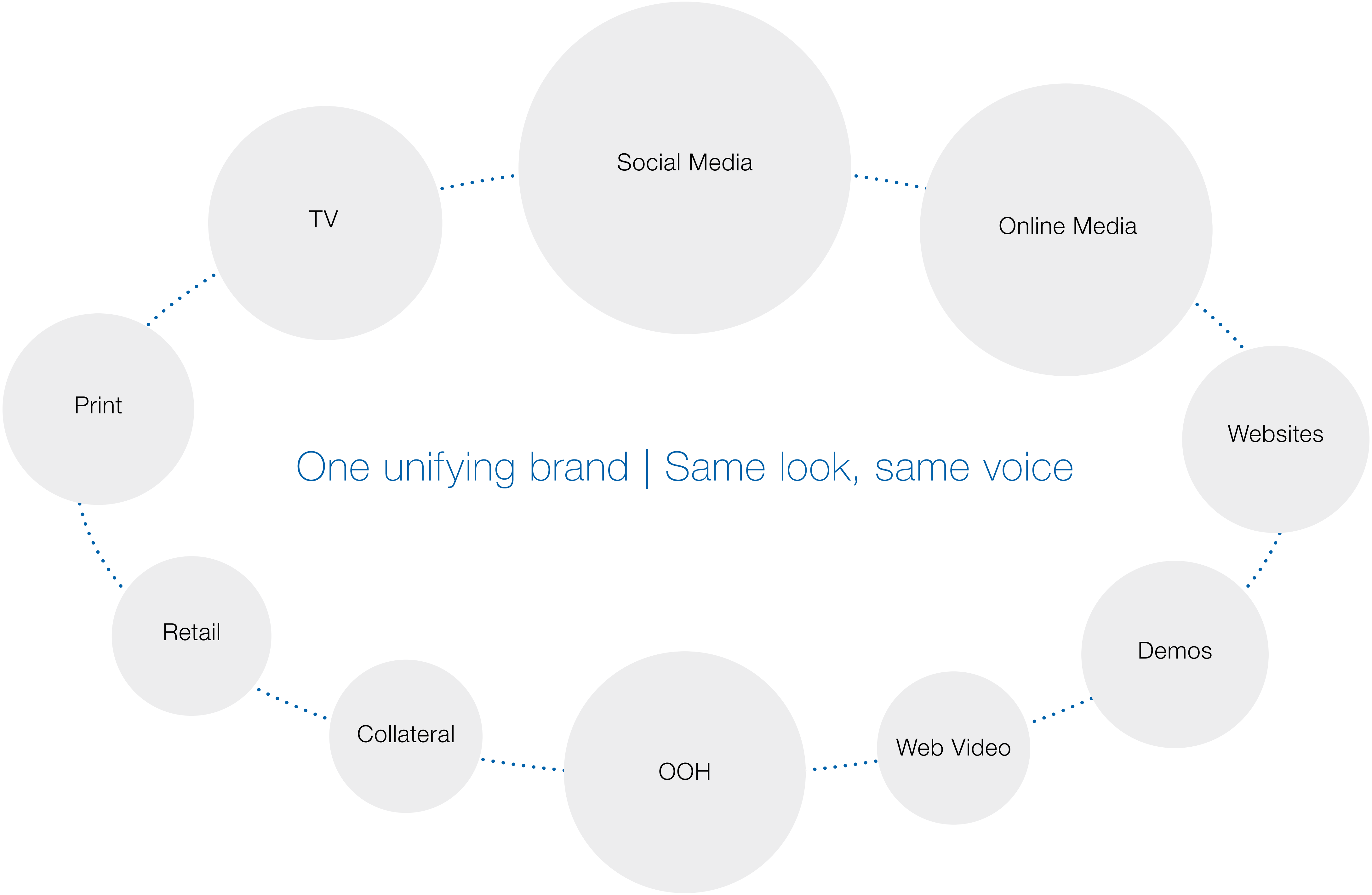
Less unique ▶ More unique

06 SAMPLE EXECUTIONS & BEST PRACTICES

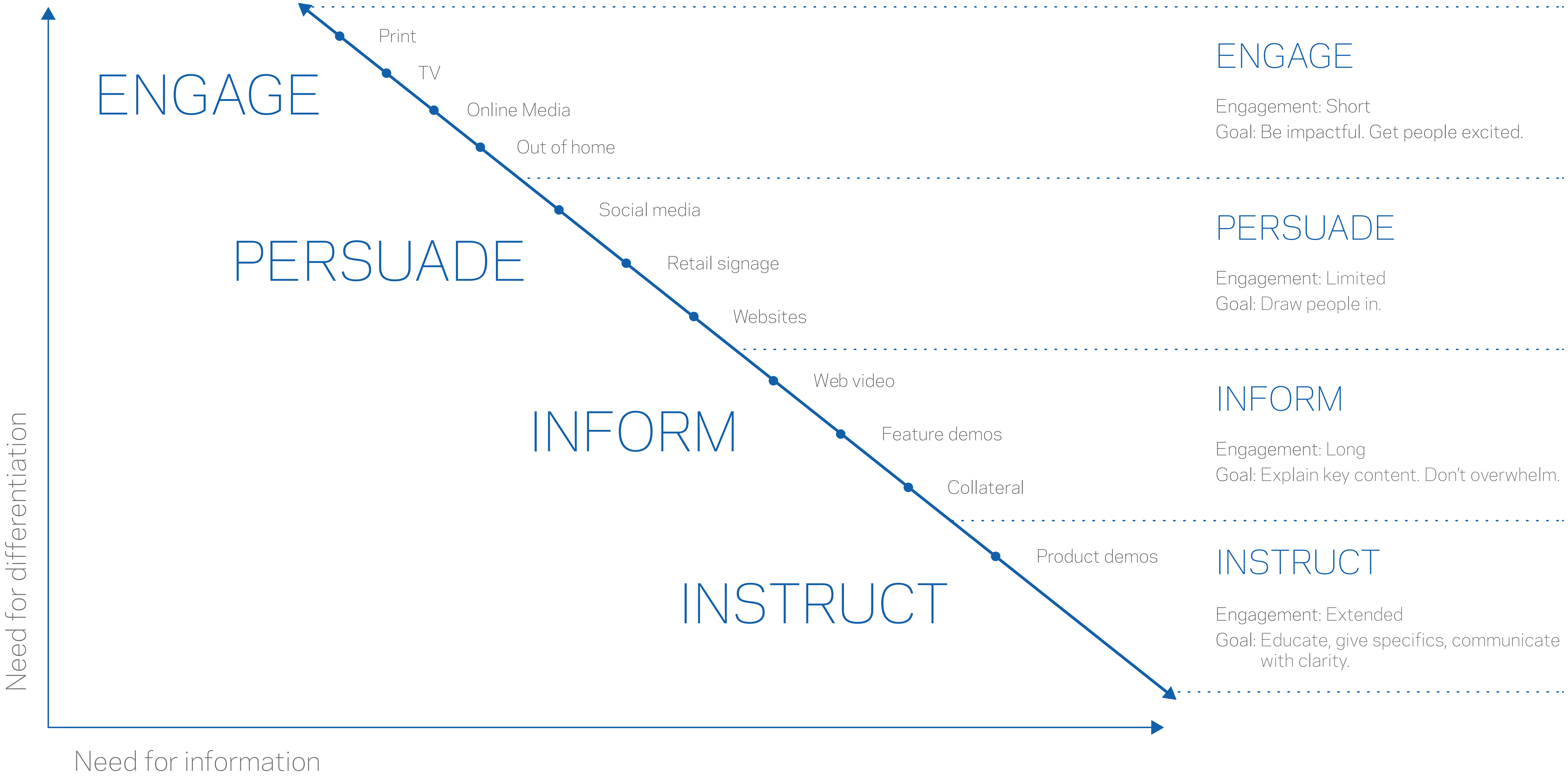
Examples in All Mediums

Blazing new trails sometimes requires following a path.

Our products are presented across many unique platforms and mediums. Specific practices should be considered to maintain a uniformity.


Social Media
Online Media
TV
Print
Websites
Retail
Demos
Collateral
OOH
Web Video

One unifying brand | Same look, same voice


ENGAGE
PERSUADE
INFORM
INSTRUCT
Print
TV
Online Media
Out of home
Social media
Retail signage
Websites
Web video
Feature demos
Collateral
Product demos
Need for differentiation
Need for information

ENGAGE

Engagement: Short
Goal: Be impactful. Get people excited.

PERSUADE

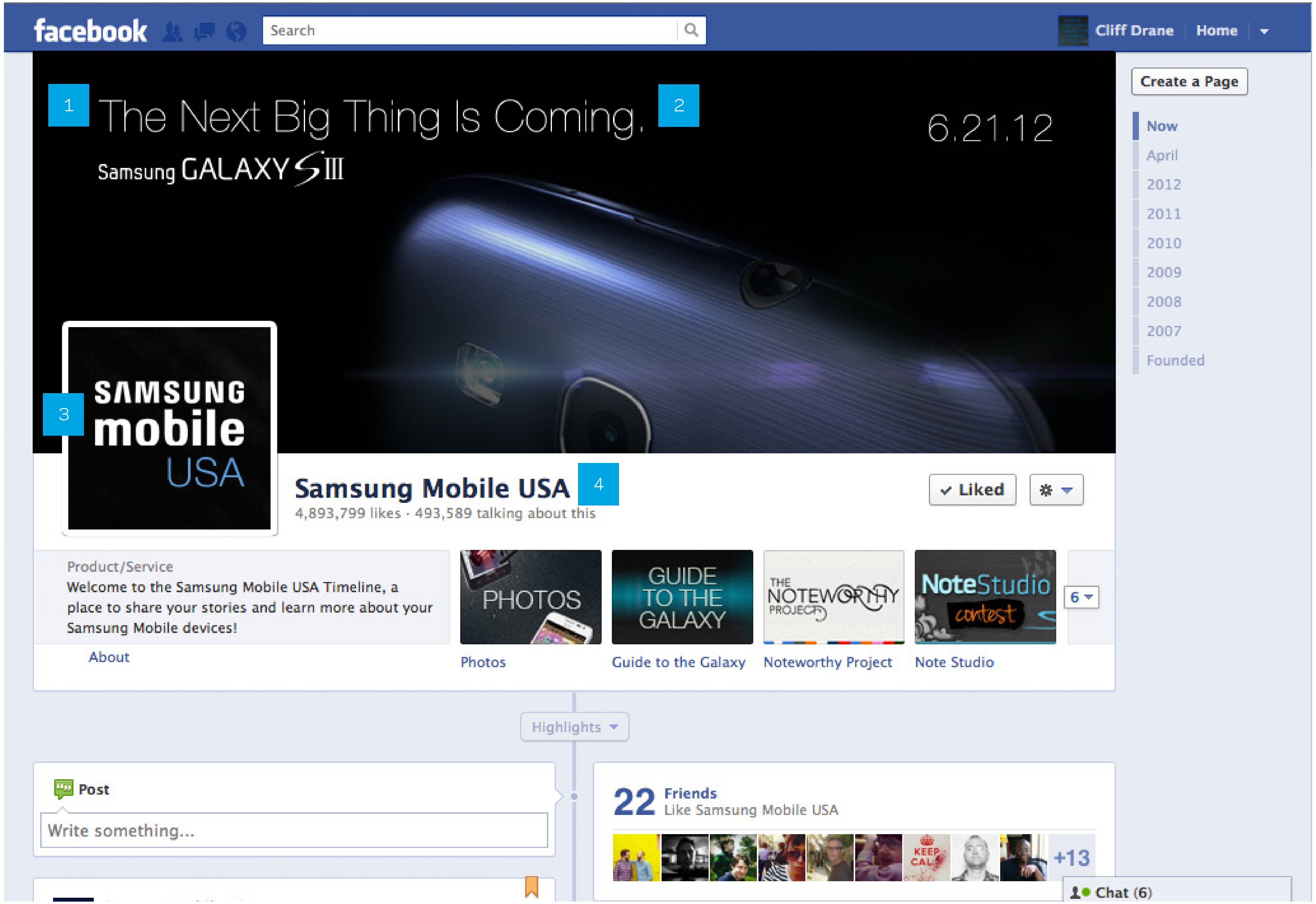
Engagement: Limited
Goal: Draw people in.

INFORM

Engagement: Long
Goal: Explain key content. Don't overwhelm.

INSTRUCT

Engagement: Extended
Goal: Educate, give specifics, communicate with clarity.


facebook
Search
Cliff Drane
Home
1
The Next Big Thing Is Coming.
2
Samsung GALAXY S III
6.21.12
3
SAMSUNG mobile USA
Samsung Mobile USA
4
4,893,799 likes · 493,589 talking about this
✓ Liked
Create a Page
Now
April
2012
2011
2010
2009
2008
2007
Founded
Product/Service
About
PHOTOS
Photos
GUIDE TO THE GALAXY
Guide to the Galaxy
THE NOTEWORTHY PROJECT
Noteworthy Project
NoteStudio contest
Note Studio
6
Highlights
Post
Write something...
22 Friends
Like Samsung Mobile USA
KEEP CALM
+13
Chat (6)

Welcome to the Samsung Mobile USA Timeline, a place to share your stories and learn more about your Samsung Mobile devices!

Objectives

- Spark conversation amongst groups.
- Reward brand advocates.
- Tell compelling brand stories.

Mandatories

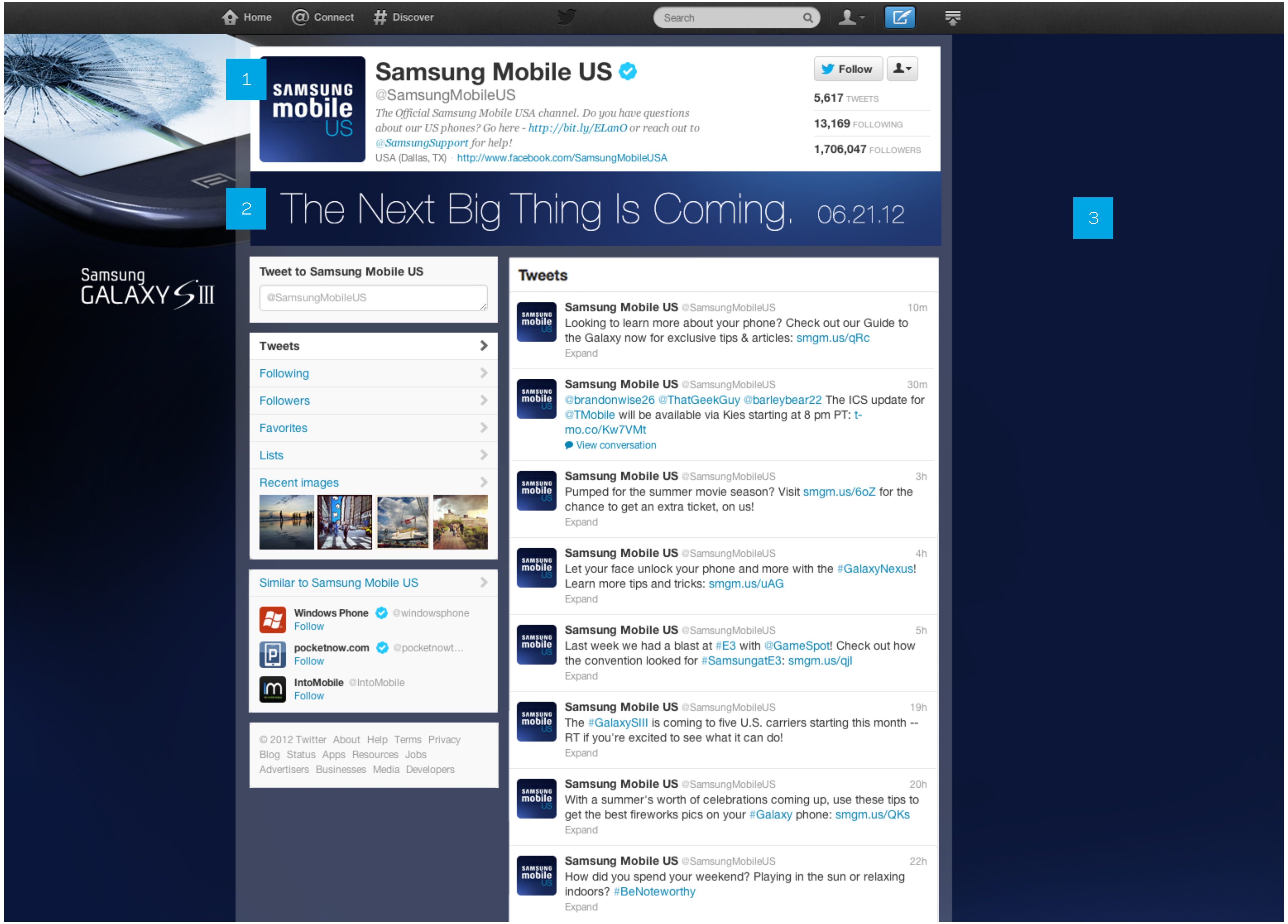
1 Cover image can be promotional, but not ad-like.

2 Set headlines in Helvetica Neue LT Std 35 Thin and body copy in Helvetica Neue LT Std 55 Roman.

Write copy that's clear and direct.

3 Designate Samsung Mobile USA logo as the profile image.

4 Title the page Samsung Mobile USA to make it stand apart from the global marketing team's presence.



Samsung Mobile US
@SamsungMobileUS
The Official Samsung Mobile USA channel. Do you have questions about our US phones? Go here - http://bit.ly/ELanO or reach out to @SamsungSupport for help!
USA (Dallas, TX) · http://www.facebook.com/SamsungMobileUSA

5,617 TWEETS
13,169 FOLLOWING
1,706,047 FOLLOWERS

The Next Big Thing Is Coming. 06.21.12

Tweet to Samsung Mobile US
@SamsungMobileUS

Windows Phone @windowsphone
pocketnow.com @pocketnowt...
IntoMobile @IntoMobile

© 2012 Twitter About Help Terms Privacy
Blog Status Apps Resources Jobs
Advertisers Businesses Media Developers

Tweets

Samsung Mobile US @SamsungMobileUS 10m
Looking to learn more about your phone? Check out our Guide to the Galaxy now for exclusive tips & articles: smgm.us/qRc
Expand

Samsung Mobile US @SamsungMobileUS 30m
@brandonwise26 @ThatGeekGuy @barleybear22 The ICS update for @TMobile will be available via Kies starting at 8 pm PT: t-mo.co/Kw7VMt
View conversation

Samsung Mobile US @SamsungMobileUS 3h
Pumped for the summer movie season? Visit smgm.us/6oZ for the chance to get an extra ticket, on us!
Expand

Samsung Mobile US @SamsungMobileUS 4h
Let your face unlock your phone and more with the #GalaxyNexus! Learn more tips and tricks: smgm.us/uAG
Expand

Samsung Mobile US @SamsungMobileUS 5h
Last week we had a blast at #E3 with @GameSpot! Check out how the convention looked for #SamsungatE3: smgm.us/qjl
Expand

Samsung Mobile US @SamsungMobileUS 19h
The #GalaxySIII is coming to five U.S. carriers starting this month -- RT if you're excited to see what it can do!
Expand

Samsung Mobile US @SamsungMobileUS 20h
With a summer's worth of celebrations coming up, use these tips to get the best fireworks pics on your #Galaxy phone: smgm.us/QKs
Expand

Samsung Mobile US @SamsungMobileUS 22h
How did you spend your weekend? Playing in the sun or relaxing indoors? #BeNoteworthy
Expand

Objectives

- Elict one-to-one conversations.
- Announce product updates/info.

Mandatories

1 Twitter header should always have Samsung Mobile USA logo as profile photo.

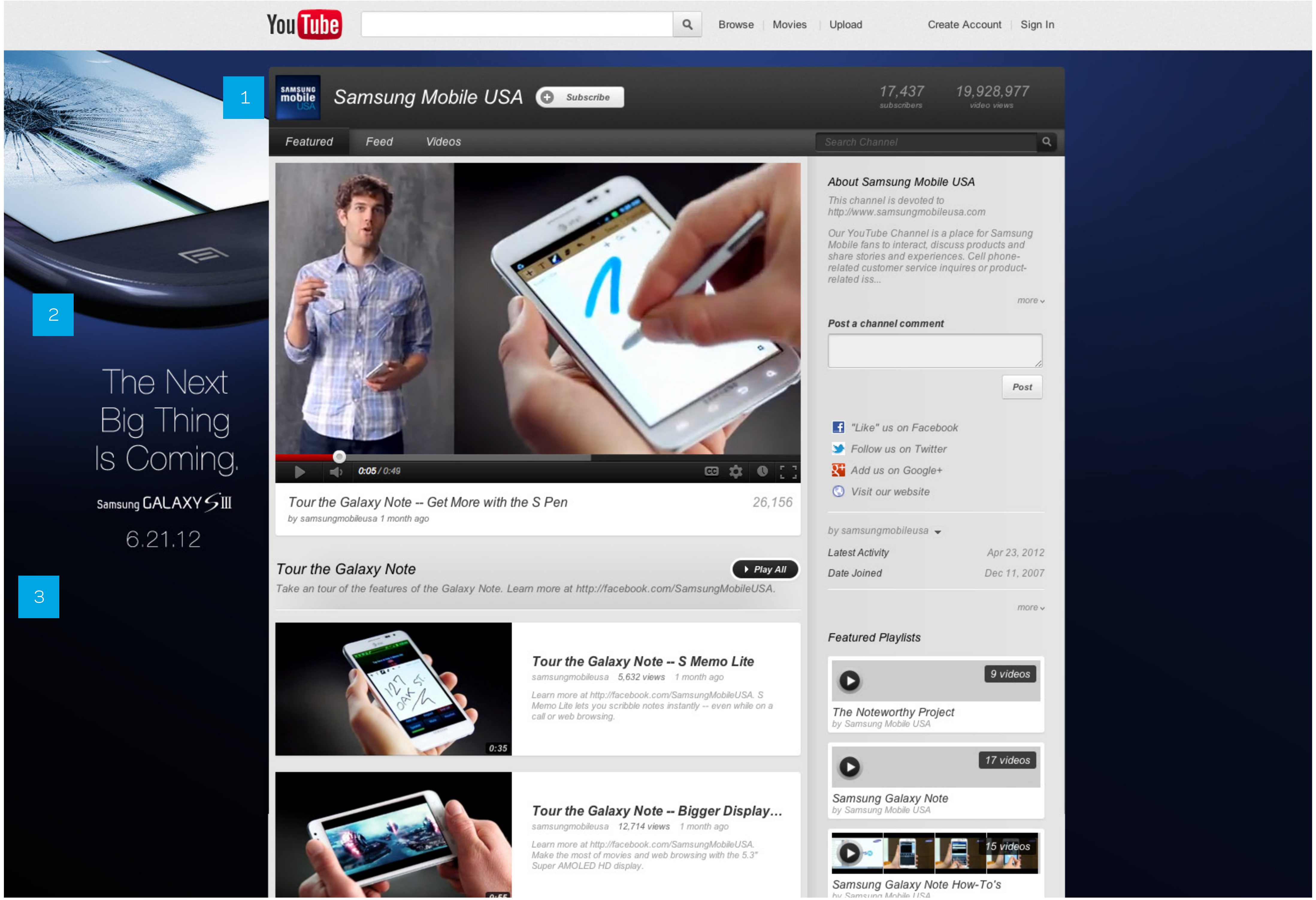
2 Create page headers that are branded or promotional, depending on need.

3 Keep the page skin branded vs. focused on promoting a single initiative.

Use deep blue as the background color in any graphics.

Set headlines in Helvetica Neue LT 35 Thin and body copy in Helvetica Neue LT 55 Roman.

Write copy that's clear and direct.


YouTube
Browse | Movies | Upload
Create Account | Sign In
1
Samsung Mobile USA
Subscribe
17,437 subscribers
19,928,977 video views
Featured
Feed
Videos
Search Channel
2
The Next Big Thing Is Coming.
Samsung GALAXY S III
6.21.12
3
0:05 / 0:49
Play All
0:35
more
Post
9 videos
17 videos
15 videos

Tour the Galaxy Note -- Get More with the S Pen 26,156
by samsungmobileusa 1 month ago

Tour the Galaxy Note
Take an tour of the features of the Galaxy Note. Learn more at http://facebook.com/SamsungMobileUSA.

Tour the Galaxy Note -- S Memo Lite
samsungmobileusa 5,632 views 1 month ago
Learn more at http://facebook.com/SamsungMobileUSA. S Memo Lite lets you scribble notes instantly -- even while on a call or web browsing.

Tour the Galaxy Note -- Bigger Display…
samsungmobileusa 12,714 views 1 month ago
Learn more at http://facebook.com/SamsungMobileUSA. Make the most of movies and web browsing with the 5.3" Super AMOLED HD display.

About Samsung Mobile USA
This channel is devoted to http://www.samsungmobileusa.com

Our YouTube Channel is a place for Samsung Mobile fans to interact, discuss products and share stories and experiences. Cell phone-related customer service inquires or product-related iss...

Post a channel comment

"Like" us on Facebook
Follow us on Twitter
Add us on Google+
Visit our website

by samsungmobileusa

Latest Activity	Apr 23, 2012
Date Joined	Dec 11, 2007

Featured Playlists
The Noteworthy Project
by Samsung Mobile USA
Samsung Galaxy Note
by Samsung Mobile USA
Samsung Galaxy Note How-To's

Objectives

- Showcase exclusive content.
- Encourage user-generated content.

Mandatories

1 Designate Samsung Mobile USA logo as the profile image.

Title the page Samsung Mobile USA to make it stand apart from the global marketing team's presence.

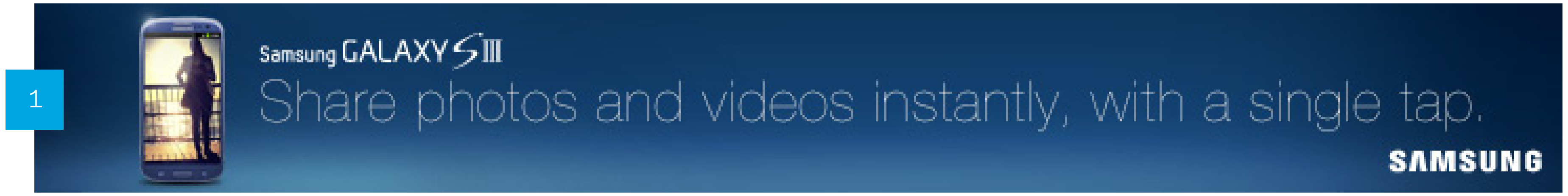
2 Create page skins that are branded or promotional, depending on need.

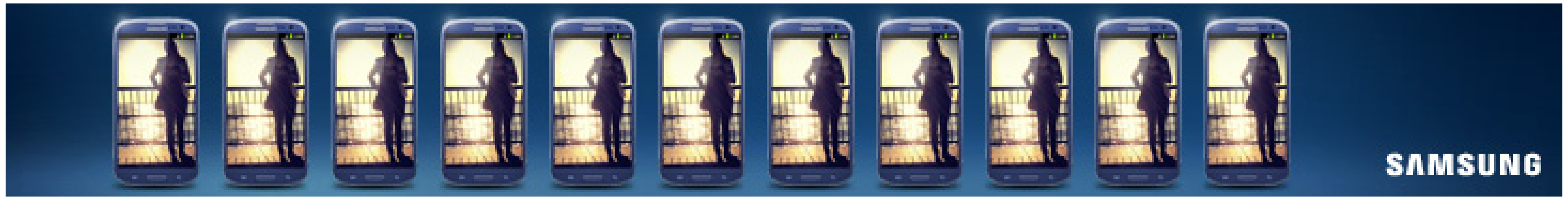
3 Set headlines in Helvetica Neue LT 35 Thin and body copy in Helvetica Neue LT 55 Roman.

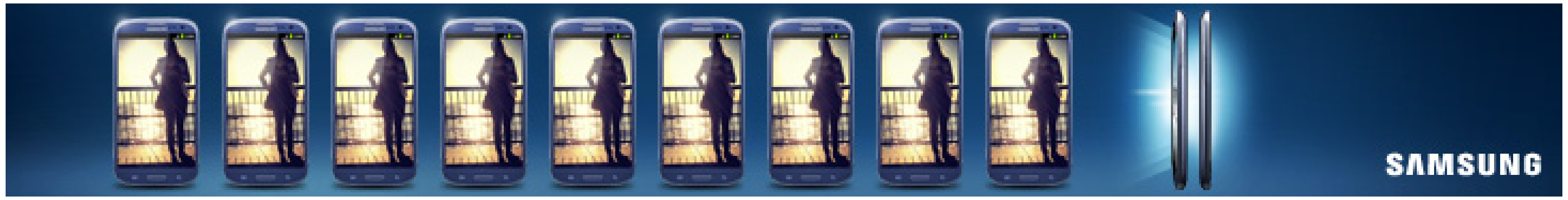
Write copy that's clear and direct.

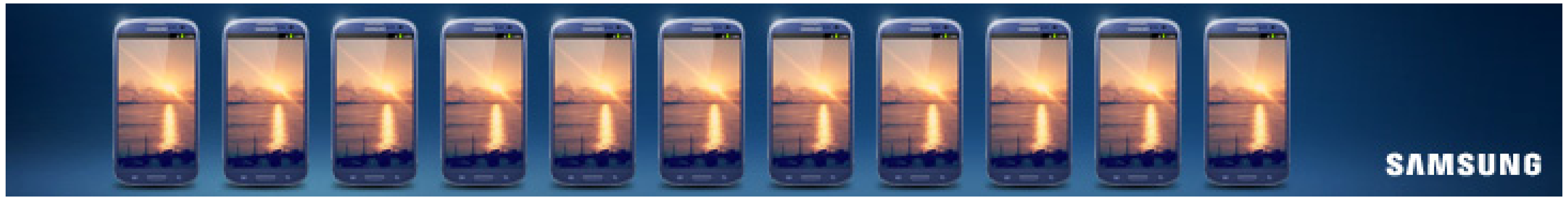
Leaderboard

1

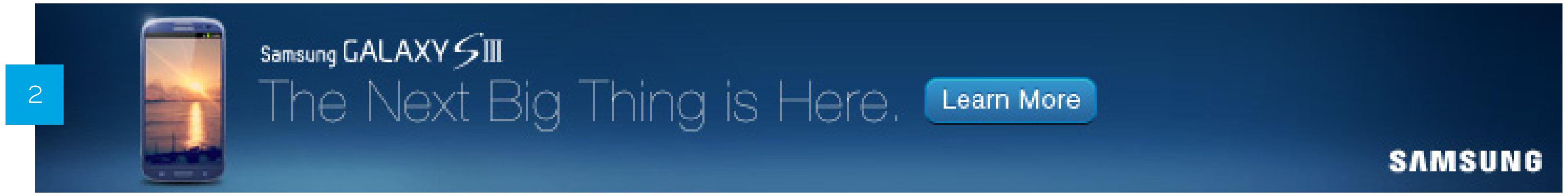

Samsung GALAXY SIII
Share photos and videos instantly, with a single tap.
SAMSUNG







2


Samsung GALAXY SIII
The Next Big Thing is Here.
Learn More
SAMSUNG

Objectives

- Raise awareness.
- Educate consumers.
- Increase engagement.
- Encourage purchase.

Mandatories

1 Use deep blue as the background color.

Set headlines in Helvetica Neue LT Std 35 Thin and body copy in Helvetica Neue LT Std 55 Roman.

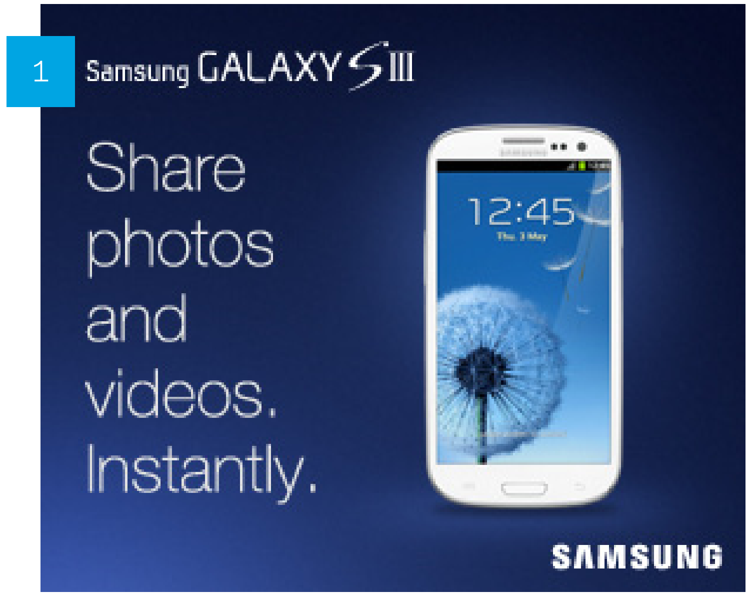
Write copy that’s clear and direct.

2 Show campaign line with the device logo (end frame only).

Place brand logo in the lower right corner of ads.

Use bright blue call to action button.

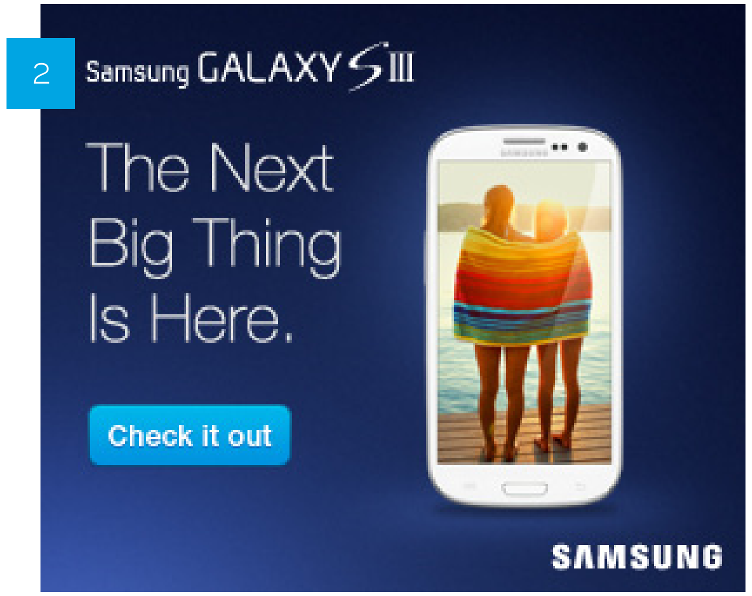
Square


1
Samsung GALAXY SIII
Share photos and videos. Instantly.
12:45
SAMSUNG

Samsung GALAXY SIII
12:45
SAMSUNG

Samsung GALAXY SIII
With a single tap.
SAMSUNG

Samsung GALAXY SIII
SAMSUNG


2
Samsung GALAXY SIII
The Next Big Thing Is Here.
Check it out
SAMSUNG

Objectives

- Raise awareness.
- Educate consumers.
- Increase engagement.
- Encourage purchase.

Mandatories

1 Use deep blue as the background color.

Set headlines in Helvetica Neue LT Std 35 Thin and body copy in Helvetica Neue LT Std 55 Roman.

Write copy that’s clear and direct.

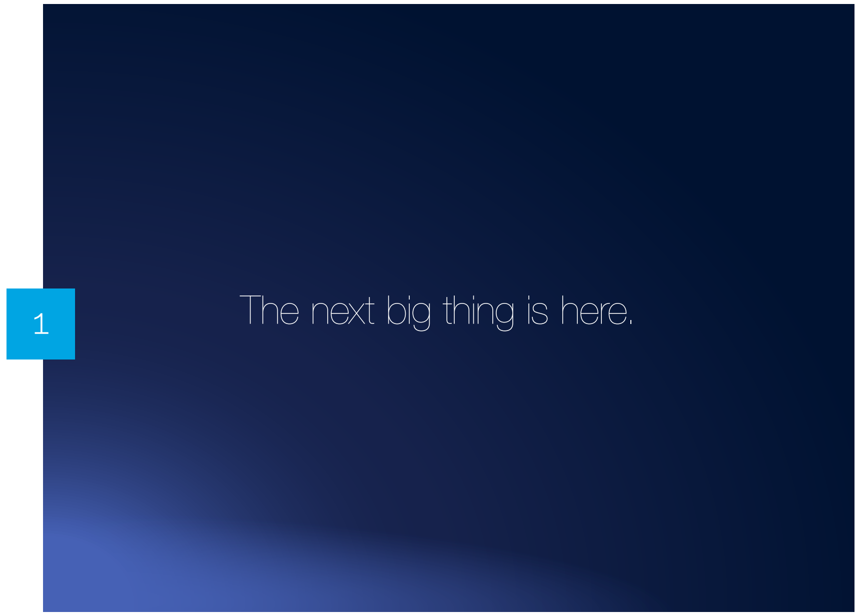
2 Show campaign line with the device logo (end frame only).

Place brand logo in the lower right corner of ads.

Use bright blue call to action button.

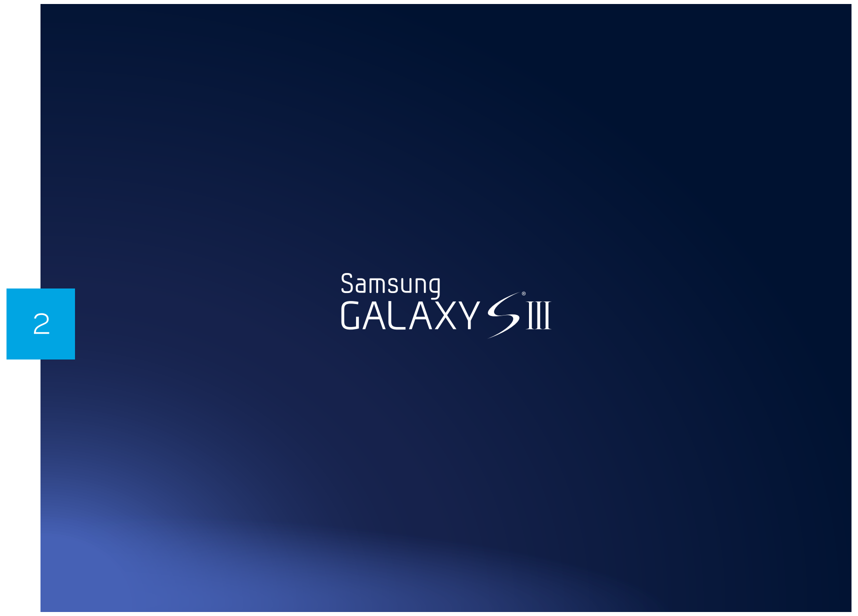
Endtags

1



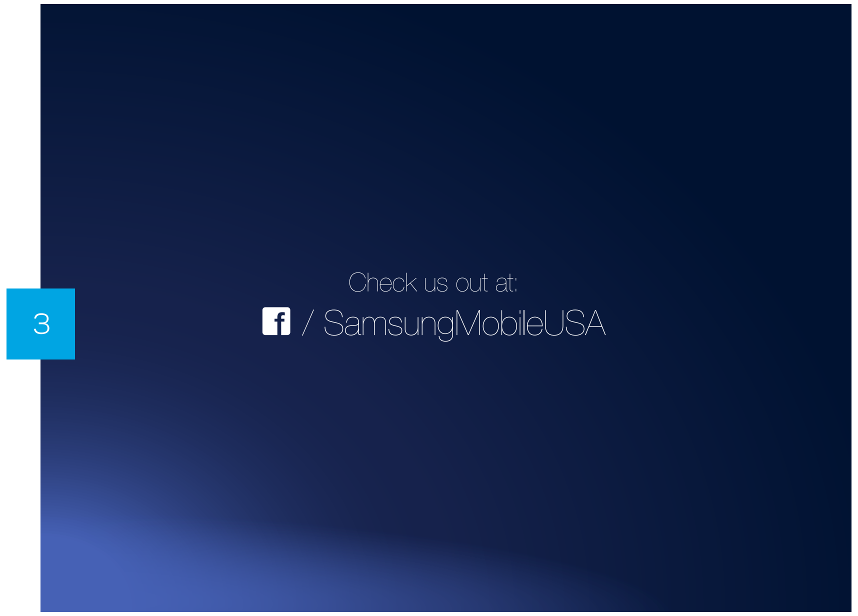
The next big thing is here.

2



Samsung GALAXY S III

3



Check us out at:

f / SamsungMobileUSA

Objectives

- Raise awareness.
- Educate consumers.

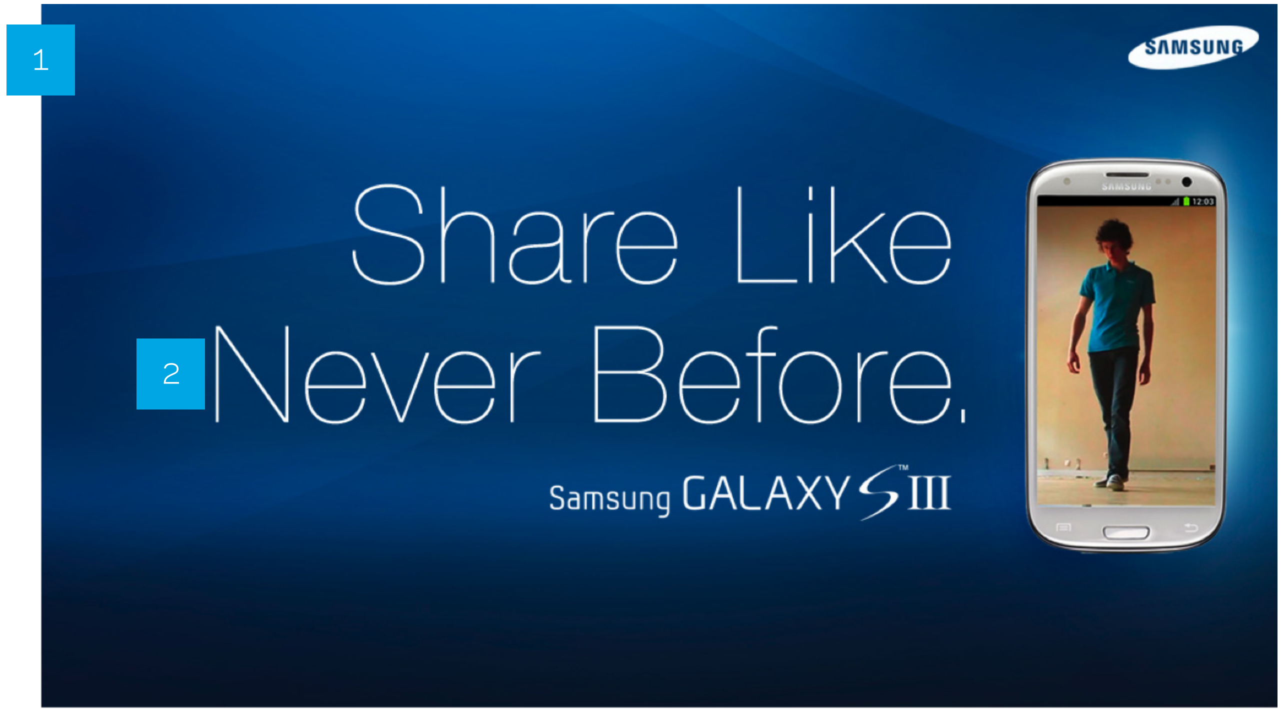
Mandatories

1 Include the campaign line.

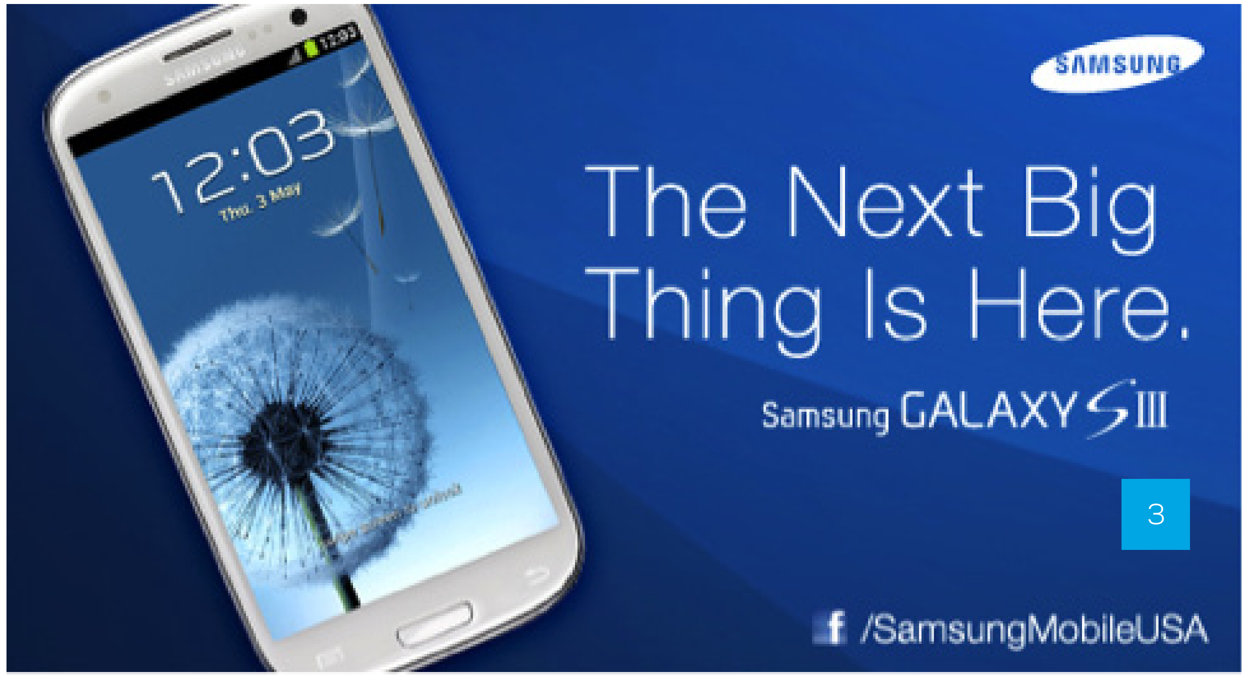
2 Ensure the product logo is featured.

3 Drive traffic to the Facebook brand page (facebook.com/SamsungMobileUSA). Prominently feature the brand logo as well.

General S-Beam display end frame


1
SAMSUNG
Share Like
2
Never Before.
Samsung GALAXY S III

AllShare end frame


SAMSUNG
12:03
The Next Big
Thing Is Here.
Samsung GALAXY S III
3
/SamsungMobileUSA

Objectives

- Raise awareness.
- Educate consumers.
- Increase engagement.

Mandatories

1 Use deep blue as the background color.

2 Write copy that's clear and direct.

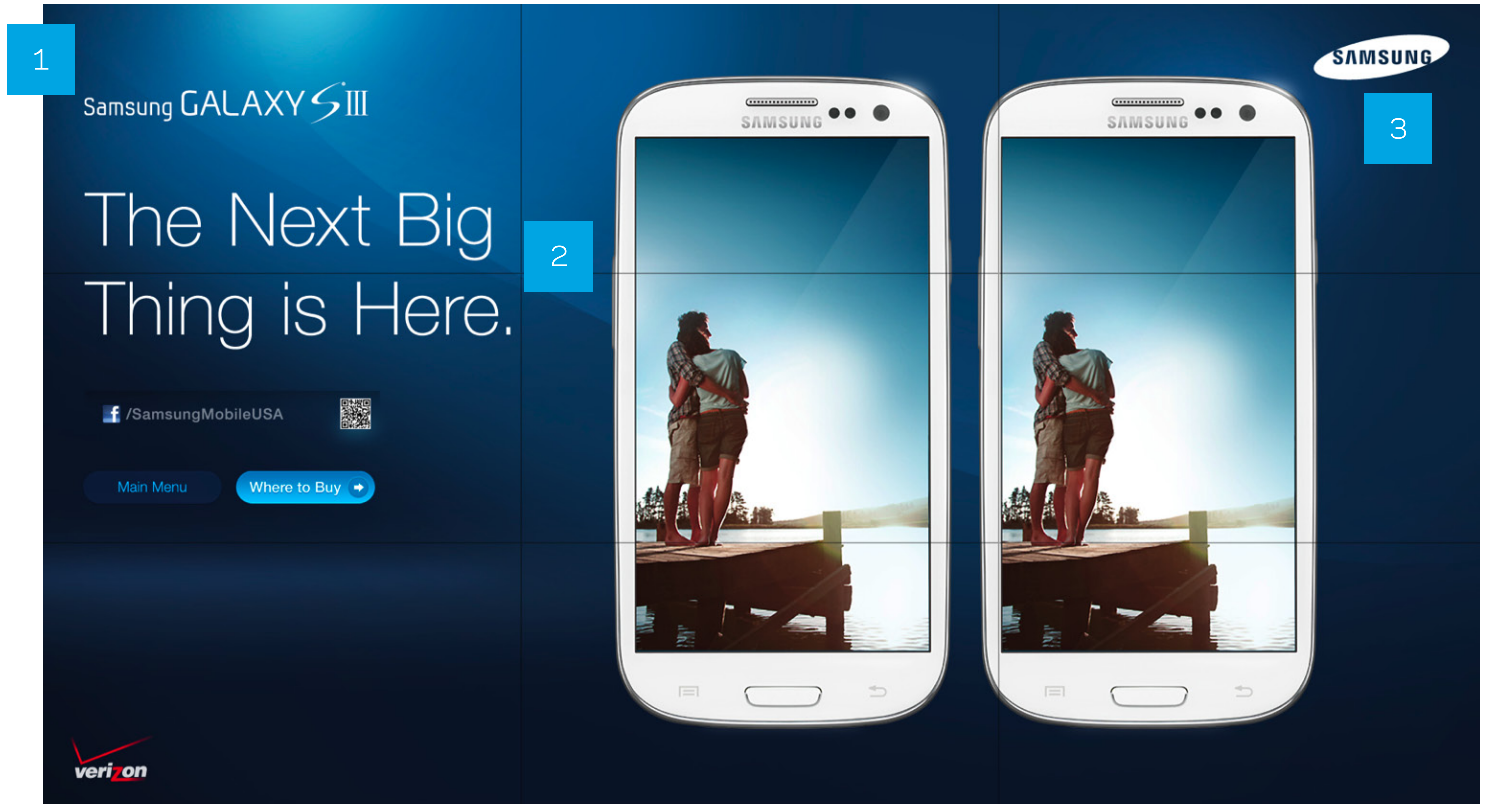
Set headlines in Helvetica Neue LT Std 35 Thin and body copy in Helvetica Neue LT Std 55 Roman.

3 Pair campaign line with the device logo (end frame only).

Place the brand logo in the upper right corner.

Insert call to action in the lower right corner.

Monster Wall


1
Samsung GALAXY S III
The Next Big Thing is Here.
2
/SamsungMobileUSA
Main Menu
Where to Buy
SAMSUNG
3
SAMSUNG
SAMSUNG
verizon

End frame

Objectives

- Raise awareness.
- Educate consumers.
- Increase engagement.

Mandatories

1 Use deep blue as the background color.

2 Set headlines in Helvetica Neue LT Std 35 Thin and body copy in Helvetica Neue LT Std 55 Roman.

3 Pair campaign line with the device logo.

Place the brand logo in the upper right corner; retailer logo in lower left corner.

07 REVISIONS

Revisions to v1.0

Overall

Global Typeface change - Galaxie Polaris

01 Overview

Brand Statement

ADDED Ethos

ADDED Archetypes

Brand Personality

Brand Target

ADDED 02 The Approach

ADDED Overview

ADDED Goals

03 The Voice

Tone

ADDED Guidelines

ADDED Terminology

04 The Brand Cues

ADDED Logo Types : Established logo type hierarchies.

Mobile Logo Variations : Changed out old mobile logo for new logo.

Device Logos : Updated logo selection by taking out Nexus and adding Galaxy S III.

Color Palette : Revised color values to be accurate.

Typography : Simplified typeface selections. Took out Helvetica Bold and Archer.

DELETED Background Specifications

The Role of Photography : Revised intro, exchanged multiple photos, completed Dont's.

ADDED Device Photography Section : People, Places, Objects, Stories.

05 Product Presentation

Intro : rewritten.

Device Angles : ADDED captions.

Dynamic Poses : ADDED captions.

Casual Poses : ADDED captions.

Product Crops : ADDED captions & Dont's

Don'ts : revised captions.

Display Screens : ADDED Wallpaper, Camera app screen, Sharing screen.

06 Sample Executions and Best Practices

Intro : rewritten.

Social Facebook : captions rewritten.

Social Twitter : captions rewritten.

Revisions to v1.0

QUESTIONS?

We know situations can arise that are unique and unexpected. Please contact XXX with any questions regarding this document.

CONTACT INFORMATION

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emailaddress@email.com